



TOURISM POTENTIAL IN ECOLOGICAL ZONES AND FUTURE PROSPECTS OF TOURISM IN KASHMIR VALLEY

ABSTRACT THESIS

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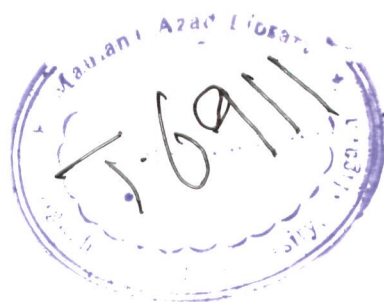
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THESIS



Tourism is the world's largest industry and creator of jobs across national and regional economies. WTTC/WEFA research show that in 2000, tourism generated, directly and indirectly, 11.7% of GDP and nearly 200 million jobs in the world-wide economy. These figures are forecasted to total 11.7% and 255 million respectively in 2010. *Jobs generated by tourism are spread across the economy in retail, construction, manufacturing and telecommunications, as well as directly in tourism companies.* These jobs employ a large proportion of women, minorities and young people; are predominantly in small and medium sized companies; and offer good training and transferability. Tourism can also be one of the most effective drivers for the development of regional economies. These patterns apply to both developed and emerging economies.

Jammu and Kashmir is a state with wide cultural and geographical contrasts. The Kashmir Valley is a fertile, verdant region enclosed by the high snow capped ridges of the Pir – Panjal to the west and south, and the main Himalaya range to the East. The heart of the fertile Valley of Kashmir (Known as the Valley), which lies between the Himalayas and the Pir Panchal mountain ranges. Here the climate is mild and the soil well watered. River Jhelum flows through the Valley of Kashmir and the Mountains have many precious forests. Its population is predominantly by Muslims. South of the Kashmir Valley is the Jammu region, situated on the north Indian plains, a short distance from the rolling Shivalik hills. The land of high passes marks the boundary between the peaks of the western Himalaya and the vast Tibetan Plateau. Opened up to tourism in 1974, Laddakh has been variously described as the “Moonland”, Little Tibet and even ‘the last Shangrila’

Tourism industry in Kashmir Valley is the main economy of the people and tourism plays a strategic role in the socio- economic development of the area. Tourism is the main source of income and employment for majority of population in the state as well as in Kashmir Valley. Thus there is every need to focus our attention to achieve the required prosperity, well-being and high quality of life for the people of the state, particularly for Kashmir Valley, from the income generated in this sector.

Delicate fragrance of almond blossoms, green carpet landscape, evergreen mountains, carpet of flowers stretching across hills and meadows, snowflakes drift silently to rest on branches of pine and fir in winter, avenues and gardens are carpeted with crimson and gold chinar leaves, saffron fields are in bloom with their precious harvest, herdsmen shepherd their flocks down the mountains to the valleys, lotus blossoms decorate the lakes, fertile land, pale green paddy fields and trout jumping in rushing whitewaters of the beautiful Kashmir Valley.

The Valley of Kashmir occupies the topmost position in the map of India. Kashmir, along with the region of Jammu, Ladakh and Gilgit forms the State of Jammu and Kashmir. From the numerous valleys situated in the state, Kashmir Valley is the biggest one, spread over an area of 105 sq km. The Valley of Kashmir covers an area of about 7.2 percent (15,948 square kms) out of the total area of Jammu and Kashmir State. Jammu and Kashmir lies between the $32^{\circ} 17'$ to $37^{\circ} 5'$ N latitudes and in between $72^{\circ} 40'$ to $80^{\circ} 30'E$ longitude. Kashmir Valley lies between the $32^{\circ} 22'$ to $34^{\circ} 43'$ N latitudes and in between $73^{\circ} 52'$ to $75^{\circ} 42'E$ longitude. It lies beyond the upper bounds of the tropical zone and the lowest latitude coincides with $32^{\circ} 17' N$. It lies beyond the upper bounds of

the tropical zone and the lowest latitude coincides with $32^{\circ} 17' N$. The spindle shaped valley has a basin of about 85 miles (104 kms) long and 25 miles (40 kms) wide.

The present study has certain specific research objectives. To assess the role of Picturesque Kashmir Valley- location, delineation of Valley, spatial organization, climate, and drainage pattern, elevation, biodiversity in tourism development. To study the tourist movement in Ancient Period – Hindu, Muslim, Mughal periods, Medieval Period – Afghan rule, Sikh rule, British Period – Dogra period and Post Independence Period as past impact is related with the present.

Delineate the whole Valley in Ecological zones and find out the tourism potentials of these ecological zones. Find out the tourist attractions of Kashmir Valley – scenic beauty, historical and cultural monuments, weather as a source of attraction, Saffron and festivals as a source of tourist attraction. To identify and demarcate the potential areas of tourism for tourism development. Delineation of the tourist nodes and tourist routes, examine the general pattern of tourist flow through different years from 1950- 2006, spatial and temporal variations of tourist flow in the Valley. To examine the general pattern of tourist flow through different years. To find role of the exploitation and utilization of existing resource base of the Valley. Resource base is strong enough to locate variety of economic activities such as tourism (snowfall attractions, lakes, meadows, perennial rivers of high intensity, pleasant climate, glaciers, classified forests etc), agricultural base industries, mineral base industries.

To identify the factors which govern the development of ecotourism, new strategies for development of rural, cultural, new age, wellness tourism, medical tourism,

geo-tourism, golf tourism, adventure tourism To identify the factors which governance the development of ecotourism Besides to assess the tourist flow and future prospects The following hypotheses has been tested

Tourism industry is the backbone of economy in Kashmir Valley and has a vast job potential providing employment to the people at destinations, both directly and indirectly Tourism economy was continuously disturbed with unwanted slogans and exaggeration of the disturbances Kashmir Valley people were now being considered as unpleasant people based on the undesirable incidents, hence tourism economy couldn't grow if the place is pleasant but inhabited by unpleasant people

There are problems such as its isolation from the outside world, insurgency, lack of accessibility, lack of transport and infrastructural facilities are the impediments in the way of tourism development Natural tourist spots are more attractive as compared to the man-made tourist spots Political issues and insurgency influence the tourist flow These factors act as barriers for the tourism development in the Valley of Kashmir Well infrastructural regions and peaceful areas are well developed and having the tourism industry at Zenith- a comparison from the Kashmir Valley Socio- economic conditions contribute a great deal towards the quality of life and tourism development

The data has been collected both from primary as well as secondary sources The study is mainly based on primary sources of data, which has been collected through interview with tourists, tourism department officials through questionnaire The secondary data has been collected from the tourism department, horticulture department, and floriculture department

Different methodology has been used for different chapters. But in general simple random sample method is adopted. The author conducted a systematic comprehensive survey of each of the selected tourist spot on basis of simple random sample method during the tourist season March to July 2006. The primary data has been collected through making the questionnaire by selecting 500 tourists from different countries and regions. This is because of the difference in the income status, difference in culture, status, sex, and other attributes to be considered. A questionnaire has been formulated with a set of relevant questions about the tourists who visited the Valley. Five hundred tourists have been interviewed to find out the socio-economic status and attractive tourist spots of the Valley. The first part of the questionnaire deals with the demographic and travel profile of the tourist and the second part deals with the tourism potentials and geographical resources of the study area and the response of each question was rated on the 5-point Likert scale ranging from 1-5, 1 being highly unattractive, 5 being highly attractive and the 3 is average for assessing the know how of the tourists about social, cultural, natural and geographical resources of the study area. In the third part of questionnaire, to evaluate the expectation and satisfaction of tourists, 1 determines highly unsatisfied, 5 highly dissatisfied and 3 the average. The data collected from the secondary sources has been arranged and analyzed for the different factors responsible for tourist decline and incline flow to the Valley. For analyzing the tourist flow and their variations and impact analysis various methods like Simple Percentage method for delineation of the tourist spots and region in the Valley.

The secondary source of data has been collected from tourism department, various websites and other official and non-official agencies have also been used to draw

relevant conclusions Besides necessary information has been used to draw relevant conclusions Besides information has been collected from various books, articles, magazines, brochures and journals The data has been analyzed by applying appropriate statistical techniques such as Correlation, Multivariate Analysis, test of significance regression and so on Besides descriptive Statistical techniques, Factor analysis was used ANOVA was also used to assess whether the existence of any significant difference between demographic variables and residents attitude towards tourism

The thesis has been divided into five chapters Chapter first is exclusively devoted to describe a detailed account of geographical personality of the Kashmir Valley and it discusses those aspects, which have direct bearing on the tourism, like location in womb of Himalayas, delineation, spatial organization, drainage, weather, elevation and biodiversity The State of Jammu and Kashmir may be broadly divided into three regions, namely, foothill plains of Jammu, Kashmir Valley and Mountainous Laddakh The Jammu region is situated on the North Indian plains, close to the Shivalik ranges North of the Shivaliks, the rest of the Jammu region is drained by the Chenab River whose vast catchment area includes several narrow valleys that extend deep into the Himalayas Jammu is about 305 meters above the sea level The best season to visit this region is from the month of October to April Jammu is famous for its ancient temples and palaces *Bahu Mata* is the main goddess worship by the locals in the Jammu region The old Jammu town is situated on a hilltop just next to the Tawi River The Trikuta range forms the picturesque backdrop The new Jammu town is situated several kilometers from the old town Jammu has a rich cultural heritage and is an interesting tourist destination, especially for those interested in natural beauty and history Kashmir or the Jhelum

Valley is situated between the Pir Panjal range and the Zaskar range and has an area of 15220 sq kms. It is bounded on all sides by mountains. The river Jhelum, which flows out from the spring at Verinag in Anantnag district, passes through this Valley at a very slow speed and ultimately flows out through a narrow gorge at Baramulla. Districts of Srinagar, Anantnag, Baramulla, Kupwara, Pulwama, Kulgam, Shopian lie in this Valley. Average height of the Valley is 1850 metres above sea level but the surrounding mountains, which are always snow-clad, rise from three to four thousand metres above sea level. The surface of the Valley is plain and abounds with springs, lakes and health resorts. The Laddakh region is the largest of the 10 provinces in the State of Jammu & Kashmir. Physical features that characterize the region are its uplands, craggy, barren cliffs and plateaus. The mighty river Indus flows right through Laddakh. The capital Leh is famous for its adventure sports. The region is famous for the Leh Palace and the *Namgyal Tsemo Gompa* monastery. The commonly spoken languages in the area include *Laddakhi*, *Purgi*, *Shina* or *Dardic*, Urdu and Hindi.

Second Chapter deals with the history of tourism during Ancient, Medieval, British and Post Independence Period. In spite of Geographical isolation, political issues, Insurgency, insecurity and remoteness from other parts of India, Kashmir Valley has experienced an influx of invaders, traders and king rule due to its strategic location. Although close to the Silk route, seven passes connect the Valley of Kashmir to the other Northern countries. A land of turbulent past and present, the missionaries of Emperor Ashoka introduced the Buddhism in the region. The religion flourished under the rule of Kushan in 2nd Century. However, Hinduism continued to be the dominant religion of the region for many centuries. In the 7th Century, Durlabhavarrrdhana founded the *Karkota*

dynasty, which was replaced by Utpalas in 855 AD, which were succeeded by the Tantrins, Yaskaras, Guptas and Loharas ruled respectively. The ancient Greeks called it '*Kasperia*' and the Chinese pilgrim Hien-Tsang who visited the valley around 631 AD called it "Ka Shi-Mi-Lo". In modern times the people of Kashmir have shortened it into "*Kasheer*" in their tongue. Kashmir region experiences the tourist inflow on the large scale from the period of Asoka's reign.

Third chapter deals with the delineation of Kashmir Valley into different ecological zones and highlights the impacts of tourist attractions of Kashmir Valley like, weather, scenic beauty, historical monuments and culture, snowfall, saffron cultivation and festivals on the tourist flow. Further the whole Kashmir Valley is sub-divided into following macro ecological zones on the basis of Geological structure, Altitude, Climatic conditions, Physiography, Soil, Relief features, Flora and fauna, Human Population. Further these macro- ecological zones are divided in micro-ecological zones: Valley Floor Ecological Zone, Karewas Zone – Bare of Vegetation, Lakes - Low Altitude Lakes, Nambal Zone, Side Valleys Ecological Zone, High Altitude Ecological Zone - Glaciers and Lakes, Water Bodies and Stream Ecological Zone, Meadows and Pastures Ecological Zone. The index of tourist attractiveness which has been evolved, mainly for establishing priorities among competing tourist regions would as well be used for assessing the touristic values of a particular region. Kashmir Valley's physical landscape, natural features and cultural heritage capable of stimulating tourist activity. To say that Kashmir Valley is beautiful sounds euphemistic. Certainly not all parts of Kashmir are equally beautiful. The Kaleidoscopic landforms consisting of Green Valleys, Alpine forests, wild rivers, V- shaped Valleys, Cascading rapids, Waterfalls all this appeals to

eyes Similarly Kashmir Valley's culture, culture of tribal people, music, dance, festivals, religious places, and historical places stands out more prominently to catch the eyes All this shows that Kashmir Valley has the potential tourism resource to attract tourists

Fourth chapter deals with the tourist nodes, circuits and development of tourist circuits The Kashmir Valley has identified tourist nodes and tourist circuits, which are popular tourist destinations The Kashmir Valley has the fortune of being endowed by prominent circuits belonging to different religious ideologies Above all, a circuit route has been established all along the places related to natural beauty Basically the tourist destinations of erstwhile Kashmir Valley could be defined and categorized into five distinct circuits Pahalgam Sonmarg Circuit, Gulmarg – Tangmarg – Khilanmarg Circuit, Gurez, Wadi- lolab, Pohru River, Dal Lake Shalimar Dacchigam and Chasme- shahi, Verinag – Kokernag – Daksum and Acchabal. Besides the variation in domestic as well as international tourist flow and spatio-temporal variation in tourist flow in Kashmir Valley from 1950-2005 The year –wise distribution is interesting and also quite revealing of the touristic strengths of the State and revealed that the trend is inclining due to the natural as well as cultural factors and due to some political as well as other factors tourist flow declines From 1975 onwards the trend of tourists was inclining up to 1982 Both the domestic as well as the international tourists are inclining but in the year 1983 it again declines up to 1985

During 1980's Kashmir Valley received 89.9 percent domestic tourists while as the Laddakh region received only 7.2 percent tourists in average in the same period Onwards 1977 the proportions of domestic as well as foreign tourists are relatively unchanged In 1984 a drop in the total number of tourists was observed, primarily due to

the political conditions and insurgency in the neighbouring states like Punjab Tourist could not avail of the only land route at that time as it passed through this state because of its closure to foreigners due to prevailing terrorism Again the tourism market developed in the Valley up to 1988 and due to insurgency started from 1989, tourism industry there virtually collapsed, which leads to the unique stimulant for tourism growth in Himachal Pradesh and other neighbouring states of the Jammu and Kashmir Security forces restricted travel to and from the area on numerous occasions

Tourist traffic in the Valley as elsewhere in the world is subjected to seasonal variations This uneven seasonal wise spread of tourist traffic is more pronounced in Kashmir, due to its prolonged inclement weather corresponding to hilly climatology with long and severe winter crimping the tourist industry During the summer season maximum tourists visited the Kashmir Valley because the good climatic condition In the Summer season the temperature is very high and hot air waves are moving called *Loo* in India So the people in the southern parts of India move to the Kashmir Valley and enjoy the climatic conditions Besides socio- economic profile of the sampled tourists, environmental parameters of tourism, social indicators of tourism in Kashmir Valley have been explained The average level of satisfaction with various attributes of the existing facilities in the region and the average expectation of these attributes were calculated for the overall sample

Fifth chapter i.e., last chapter of the study evaluates the strategies, policies, programmes, problems and suggestions for sustainable development through tourism industry, new ideologies, and new concepts in tourism and social-economic development of society through tourism in Kashmir Valley In chapter fifth author tried to find out the

main problems which make hindrance in the further development of tourism in Kashmir Valley. The new generations of travellers who are 'money rich and time poor' as mentioned earlier, so that the projected plans should be introduced in the most attractive region i.e., Pahalgam Sonmarg catchments area. The projected roads, airport, and tourist nodes should be introduced. In the proposed plan the major tourist circuit is covering the tourist destinations like Pahalgam, Marsar, Tarsar, Sonmarg, Sarbal, Baltal, Amarnath, Panchtarni, Sheshnag and Chandanwari. This region has enough potentiality for tourism development due to the presence of carpeted meadows, lush green forests, sprinkling water running from glaciers and mild climate during summers. The surrounding mountains of these side valleys provide the excellent potential for sport tourism especially trout fishing, mountaineering, trekking and hunting. Among the side valleys the important tourist potential valleys are Aru, Sind, Lidder. The Sind valley is one of the most fascinating and charming from scenic point of view. Strategies and suggested opinions have been discussed to come-out from low tourist flow to high tourist arrivals in and maintain the sustainable ecology in the Valley of Kashmir.



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2008



T6911

DECLARATION

I hereby declare that the thesis entitled **“Tourism Potential in Ecological Zones and Future Prospects of Tourism in Kashmir Valley”** submitted by me to the Department of Geography, Faculty of Science, Aligarh Muslim University, Aligarh Uttar Pradesh, India, in the fulfillment of the requirements for the degree of Doctor of Philosophy. It has not previously formed the basis for the award of any degree, associate ship or any similar title of recognition


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CERTIFICATE

Certified that the thesis entitles, "**Tourism Potential in Ecological Zones and Future Prospects of Tourism in Kashmir Valley**" which is being submitted by **Abdul Bari Naik** for the award of the degree of **Doctor of Philosophy (Ph.D.)** in Geography to the Aligarh Muslim University, Aligarh, Uttar Pradesh, India has been carried out under my supervision and guidance To the best of my knowledge and belief, it is an original research work The thesis may be placed before the examiners for evaluation

A handwritten signature in black ink, appearing to be "Ali Mohammad", written over a horizontal line.

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(Abdul Bari Naik)

CONTENTS

Acknowledgements

List of Maps and Diagrams

List of Tables

List of Photo Plates

Glossary

Introduction 1-21

Chapter 1. Region under Study: The Picturesque 22-59

Kashmir Valley

- 1.1 Kashmir Valley - in the womb of Himalayas
- 1.2 Delineation of the Kashmir Valley
- 1.3 Layout of the Valley – spatial organization
- 1.4 Weather, seasons – snowfall and climate of the Kashmir Valley
- 1.5 Perennial streams, fountains – source of rivers.
- 1.6 Elevation – hills – meadows – mountains.
- 1.7 Biodiversity- classified forests – conifers to deciduous.

Chapter 2. History of Tourism in Kashmir Valley 60-81

- 2.1 Ancient Period (3 B.C., - 1650 A.D.)
- 2.2 Medieval Period (1650-1850)
- 2.3 British Period (1850-1947)
- 2.4 Post British (Independence) Period.

Chapter 3. Tourism Potentials and Ecological Zones of Kashmir Valley 82-162

- 3.1 Tourism Potential of the Region in Terms of various Tourism Types.
 - (i) Leisure Tourism
 - (ii) Adventure Tourism

- (iii) Heritage Tourism
- (iv) Health Tourism
- (v) Convention Tourism
- (vi) Border Tourism
- (vii) Wildlife Tourism
- (viii) Pilgrimage Tourism
- (ix) Ecotourism
- (x) Rural Tourism

3.2 Ecological Zones of Kashmir Valley

- (i) Valley Floor Zone
- (ii) Karewas Zone – Bare of Vegetation.
- (iii) Lakes and Nambal zone – Low Altitude Lakes.
- (iv) Side Valleys Ecological Zone
- (v) High Altitude Ecological Zone -Glaciers and Lakes
- (vi) Water Bodies and Stream Ecological Zone.
- (vii) Meadows and Pasture Ecological zone.

3.2 Tourist Attractions of Kashmir Valley

- (i) Tourist Centers (scenic beauty)
- (ii) Weather and Tourist Attractions.
- (iii) Snowfall - A Major Source of Tourist Attraction
- (iv) Religious and Historical Monuments
- (v) Kashmir as a Bowl of Fruits
- (vi) Saffron Cultivation- A Major Source of Tourist Attraction
- (vii) People, Cultural Attractions and Behavior of People.

Chapter 4. Major Tourist Nodes (circuits), Routes and Spatio - Temporal Variations of Tourist Flow in Kashmir Valley. 163-216

4.1 Major Tourist Nodes and Routes

- (i) Pahalgam – Aru – Lidderwat – Tarsar – Marsar – Kolahoi Glacier – Sonmarg
- (ii) Gulmarg – Tangmarg – Khilanmarg
- (iii) Gurez – Wadi - Lolab – Pohru river
- (iv) Dal Lake Shalimar Dacchi- gam Chasme- shahi
- (v) Vernag – Kokernag – Daksum and Acchabal

4 2 Tourism Potentials – measurement – efficiency

4 3 Seasonal Variations of Tourist Flow in Kashmir Valley

4 4 Monthly Variations of Tourist Flow in Kashmir Valley

4 5 Country-wise Variation in Tourist Arrival in Kashmir Valley

4 6 Socio-Economic Profile of the Sampled Tourists Visiting Kashmir Valley in 2006

4 7 Social Indicators of Tourism in Kashmir Valley

4 8 Motivation of Travel to the Kashmir Valley

4 9 Environmental Parameters of Tourism in the Kashmir Valley

4 10 Sampled Tourist Activities During the Visit to Kashmir Valley

4 11 Quantitative Results: Assessment of Tourists' Perception on Available Tourist Attractions and Facilities

Chapter 5. New Strategies and Suggestions for Sustainable Tourism Development in the Kashmir Valley 217-258

Tourism Development in the Kashmir Valley

5 1 Major Problems in the Development of Tourism in Kashmir Valley

5 2 Future Prospects of Tourism in Kashmir Valley

5 3 Negative Impacts of Tourism on Environment in Kashmir Valley.

5 4 Rural Space and Rural Tourism Development in Kashmir Valley

5 5 Suggestions for Development of Sustainable Tourism in Kashmir Valley

5 6 General Action Plans for Sustainable Tourism Development

Conclusion 259-266

Bibliography 267-275

Appendix

List of Figures

Figure No.	Figures	Page No.
1	Location Map of Kashmir Valley	7
1.1	Satellite Imagery	25
1.6 (a)	Kashmir Valley Relative Relief	43
1.6(b)	Kashmir Valley <i>Karewas</i> Stratigraphy	45
1.7	Kashmir Valley Forested and Cultivated Area	51
3.2 (i)	Kashmir Valley Ecological Zones	97
3.2 (ii)	<i>Karewas</i> Stratigraphy	98
3.2 (iii)	Lakes and <i>Nambal</i> Ecological Zone	100
3.3 (i)	Delineation of Dal Lake	117
4.1a	Tourist Circuits of Kashmir Valley	166
4.1 b	Kashmir Valley North Eastern Part	168
4.2	International Tourist Arrivals by Destination (preliminary data), Percent Change Jan-Dec 2005 over Jan-Dec 2004	172
4.2 a (i, ii,)	Percent Share of Domestic and Foreign Tourists	175
4.2 (b)	Trend of Domestic and Foreign Tourists	177
4.3	Percent Share of Tourists in Different Months in Kashmir Valley	183
4.4	Monthly Variations of Tourists in Kashmir Valley	183
4.5	Country wise tourist arrivals in Kashmir Valley	185
4.6 (b)	Types of Accommodation	192
4.7 (a)	Tourists Opinion Regarding Various Social Indicators in Percentage	192
4.7 (b, c)	Categories of Cultural Tourism	194
4.8 (a)	Prime Motivation of Travel -2006 (per cent)	196
4.8 (b)	Sampled Tourists Actual Stay and Proposed Stay Before Visiting Kashmir Valley	198
4.8 (c)	Factors responsible of Less than Actual Stay	198
4. 10	Tourist Activities of Sampled Tourists in Kashmir Valley.	201
4. 11(iii)	Tourists Attitude Towards Regional Resource Base in Kashmir Valley (2006).	206
5.1 (a, b)	Year-wise Break up of Domestic and Foreign Tourist	220

	Arrivals in Kashmir Valley	
5.1 c,	Growth of Hotels in Kashmir Valley (1982-2007)	223
5.1 d	Growth of Houseboats in Kashmir Valley (1982-2006)	223
5.2	Proposed Plan for Tourism Development	227
5.4.	Proposed Villages for Rural Tourism Development	237
5.5	The Preliminary Conceptual Scheme for Tourism Development in Kashmir Valley	148

List of Tables

T. No	Table	Page No.
1	Different Seasons and Variation in Tourist Flow in Kashmir Valley (2004)	34
1 7	Common tree species of Kashmir Valley	55
2 4	Year-wise Break up of Domestic and Foreign Tourist Arrivals in Kashmir Valley (1951-2005)	77
3 1 (a)	Classified (Types) Tourist Destinations	87
3 1(b)	Tourist Attractions Flora and Fauna of Kashmir Valley (2006-2007)	89
3 3	Tourist Attractions Scenic Beauty in Kashmir Valley (2006-2007)	125
3 3 (iv)	Tourist Attractions Religious Places	136
3 3(v) a	<i>Tourist Attractions: Apple, other Fresh Fruits and Dry Fruits.</i>	138
3 3 (v)b	Tourist Attractions Common Apple Types	138
3 3 (vii) a	Tourist Attractions Music, Musical Instruments and Dance	146
3 3 (vii) b	Tourist Attractions Handicrafts, Handlooms and Cuisines	146
4 2 a	Year-wise Break up of Domestic and Foreign Tourist Arrivals in Kashmir Valley (1975-2005)	174
4 2 b	Estimated Trend Share of Domestic and Foreign Tourists	178
4 3	Total tourists arrival during different months in the Valley (2003-2006)	179
4 4	Total Tourists who visited the Valley from Jan-May (2003-2006)	182
4 5	Country wise tourist arrivals in Kashmir Valley in percentage as well as in number (2000-2005)	185
4 6 (a)	Socio- economic Profile of the Sampled Tourists visiting Kashmir Valley in 2006	188
4 6 (b)	Sampled Tourists Stay in Different Types of Accommodation	191
4 7 (a)	Tourists Opinion Regarding Various Social Indicators in	191

	Percentage	
4.7(b)	Categories of Cultural Tourism	193
4.8 (a)	Prime Motivation of Travel -2006 (per cent)	196
4.8 (b)	Sampled Tourists Actual Stay and Proposed Stay Before Visiting Kashmir Valley (Number of Days)	197
4.8 (c).	Views of Sampled Tourists Regarding Less Than Actual Stay	197
4.9	Views of the sampled Tourists on Environmental Strengths of the Kashmir Valley in Percentage	199
4.10	Tourist Activities of Sampled Tourists in Kashmir Valley.	201
4.11(ii)	Sampled Tourists Previous Visit to Kashmir Valley	203
4. 11 (iii)	Tourists Attitude Towards Regional Resource Base in Kashmir Valley (2006).	205
4.11 (iv) (a)	ANOVA test for Gender	206
4.11 (iv)(b)	ANOVA test for Age	210
4.11 (iv)(c)	ANOVA test for Education	211
4.11 (iv) (d)	ANOVA test for Occupation	213
4.11 (v)	Results on paired t-test between Tourist's expectation and Satisfaction with 13 Attributes	215
5.1(a)	Year-wise Break up of Domestic and Foreign Tourist Arrivals in Kashmir Valley (1989-2005)	219
5. 1 (b)	Growth of Hotels in Kashmir Valley (1982-2007)	222
5.1 (c)	Growth of Houseboats in Kashmir Valley (1982-2006)	222
5.4	Tourist Characteristics- Preferred Destinations of Tourists	234

List of Photo-Plates

Photo Plate Number	Photo Plate	Page No.
3.2 (iv)	Side Valleys	103
3.2 (iv)	Side Valleys	104
3.2 (v)	High Altitude Glaciers and Lakes	107
3.2 (vii)	Meadows and Pastures	111
3.3 (i) (a)	Dal-Lake and Houseboats	116
3.3 (i) (b)	Mughal Gardens, Tulip Graden	119
3.3 (i) (c)	Pahalgam, Gulmarg, Sonmarg	124
3.3 (iii)	Snowfall - as a major source of tourist attraction	130
3.3 (vi)	Saffron Cultivation, Tourists watch saffron flower picking	143
3.3 (vii) (a)	Kashmiri Women Dance, Wazwan, Samovar, Wood Carving.	149
3.3 (vii)	<i>Kangri</i> , Cushion Cover, Chain Stitch, <i>Namdaz</i> , <i>Crewel Embroidery</i> , <i>Papier Machie</i> , Carpet Weaving	157
5.3 (a)(b)	Trees cut for using in Hotels in Pahalgam, Tourists on the way to Amarnath.	231
5.4	Rural Attractions	239

Glossary

- Amar katha*: Story
Baddam: Almond
Bakkarwals: Tribal people engaged in rearing of Animals
Bhand pather: Folk Dance
Biryani: Rice Dish
Bod dal: Big Lake
Boon: Chinar
Bukharis: Room Heaters in which Coal and Wood is used
Chakri: Folk Music
Chillai kalan: Coldest Month
Chillai khurd: Small Cold
Chillai bacch: Baby Cold
Dupatta: Turban
Fumrie and *Jagarana*: Type of Dance
Garaha: Musical Instrument
Gujars: Tribal people living in remote areas
Gul: Flower
Guru: Guide
Hafiz nagma: Female dancer with other males accompanied on various musical instruments
Handar: Glacier
Heeng: Spice
Jal dev: Water Demon
Kahva: Kashmiri Tea
Kangri: Earthen Stove
Karam sag: Leafy Vegetable
Karewas: Plateau
Kashmiris: People of Kashmir
Kashmiri saz: Musical Instrument
Kesar: Saffron
Kirghiz: Tribal People of Tianshan
Koker: Fowl
Kong posh: Saffron Flower
Kothas bandis: Wooded and Mud made Houses of *Gujars* and *Bakkerwals*
Lokut dal: Small Lake
Mahseer: Type of Fish
Margs: Meadows

Maunds: Local Weight Equal to 40 Kgs
Nadru: Lotus Stalk
Nag: Serpent
Nambals: Water logged areas
Pandits: High Class Hindues
Parvathi: Goddess in Hindu Religion
Pheran: Long Cloth
Purdah: Scarf to Protect to see by other persons
Rabab: Musical Instrument
Rupa lank: Silver Island
Samovar: Metallic Pot which keep tea warm
Sarang: Musical Instrument
Santoor: Musical Instrument
Sars: Water Body
Shalwar: Trouser
Shikara: Small Wooded Boats
Shikarawalas: Honors of Small Boats
Shir chai: Type of Tea
Sona lank: Gold Island
Sitar: Musical Instrument
Shingle posh: Traditional Roofs of Mud and Wood
Vasta waza: Chief Cook
Wasool: Musical Instrument
Wazas: Cooks
Wudars: Plateau type feature
Tabla: Musical Instrument
Taleem: Design and Colour Specification in Carpets
Tehsil: Small Province
Trout: Type of Fish
Zaffron: Urdu name of Saffron
Zangul: Walnut Type

Introduction

INTRODUCTION

Tourism is the world's largest industry and creator of jobs across national and regional economies. WTTC/WEFA research show that in 2000, tourism generated, directly and indirectly, 11.7% of GDP and nearly 200 million jobs in the world-wide economy. These figures are forecasted to total 11.7% and 255 million respectively in 2010. Jobs generated by tourism are spread across the economy in retail, construction, manufacturing and telecommunications, as well as directly in tourism companies. These jobs employ a large proportion of women, minorities and young people; are predominantly in small and medium sized companies; and offer good training and transferability. Tourism can also be one of the most effective drivers for the development of regional economies. These patterns apply to both developed and emerging economies. (Bhardwaj D.S 2006).

The number of international arrivals worldwide in 2004 was 762 million compared to only 287 million in 1983. In 1950, there were only 25 million tourists. Twenty years later, the number reached 160 million. World tourist arrivals for the year 2005 crossed the 800 million mark and reached 808 millions, whereas it was 842 million for the year 2006 with a growth rate of 4.5 %. The share of India in international tourist arrivals has progressively increased from 0.46 % in 2004 to 0.40 % in 2005 and 0.52% in 2006 and 0.55 % in 2007. Foreign tourist arrivals (FTAs) rose from 3.64 million in 2004 to 5 million in 2006. Tourism makes a significant contribution to India's foreign exchange earnings, which grew from US \$ 6.17 billion (Rs. 27944 crore) in 2004 to US \$ 11.96 billion (Rs. 49413 crore) in 2007. The share of India in World earning from tourism registered an increase from 0.98% in 2004 to 1.21 % in 2006. Domestic tourism too has grown phenomenally over this period. The number of domestic tourists in India has been raised from 366.23 million in 2004 to 4.62 million in 2006. the earning from the tourism have made it one of the World's largest industries and the fastest growing sectors of global trade accounting for 10.7 percent of the Global Gross Domestic Product (GDP), 12.8 percent of global export, 8.2 percent global employment and 9.4 percent of global capital investment. (Kumar Ravi 2006).

Globalization is another feature of tourism. In 1950, the top fifteen destinations in the world accounted for 97 percent of foreign visitor arrivals, in 1971

it was 75 percent, in 1990, 77 percent and in 2001 it accounts for only 62 percent. Tourism is vulnerable to international crisis and economic recession. The aftermath of the 11 September terrorist attacks combined with the global economic slowdown produced, for the time in decades, reduction of international tourists in 2001, compared with the previous years. (Talwar Prakesh 2006).

The 1992 United Nations Conference on Environment and Development (UNCED), the Rio Earth Summit, identified tourism as one of the key sectors of the economy which could make a positive contribution to achieving sustainable development. The Earth Summit led to the adoption of Agenda 21, a comprehensive program of action adopted by 182 governments to provide a global blueprint for achieving sustainable development. Tourism is the first industry sector to have launched an industry-specific action plan based on Agenda 21. To a greater degree than most activities, tourism depends on a wide range of infrastructure services - airports, air navigation, roads, railheads and ports, as well as basic infrastructure services required by hotels, restaurants, shops, and recreation facilities (e.g. telecommunications and utilities).

It is the combination of tourism and good infrastructure that underpins the economic, environmental and social benefits. It is important to balance any decision to develop an area for tourism against the need to preserve fragile or threatened environments and cultures. However, once a decision has been taken where an area is appropriate for new tourism development, or that an existing tourist site should be developed further, then good infrastructure will be essential to sustain the quality, economic viability and growth of Tourism. Good infrastructure will also be a key factor in the industry's ability to manage visitor flows in ways that do not affect the natural or built heritage, nor counteract against local interests.

Tourism creates jobs and wealth and has tremendous potential to contribute to economically, environmentally and socially sustainable development in both developed countries and emerging nations. It has a comparative advantage in that its start up and running costs can be low compared to many other forms of industry development. It is also often one of the few realistic options for development in many areas. Therefore, there is a strong likelihood that the Tourism industry will continue to grow globally over the short to medium term

Few of us realize that the world has undergone a tourist revolution, particularly in the last four decades of the 20th century. In 1964, the number of tourists leaving their home worldwide was 100 million. This number increased 200 million in 1974, 500 million 1992, and 700 million 2001(Hindustan times, 16th May 2002). Tourism is the world's largest employer, generating directly and indirectly nearly 200 million jobs or some 10% of jobs globally. (Vania 2002).

Jammu and Kashmir is a state with wide cultural and geographical contrasts. The Kashmir Valley is a fertile, verdant region enclosed by the high snow capped ridges of the Pir – Panjal to the west and south, and the main Himalaya range to the East. The heart of the fertile Valley of Kashmir (Known as the Valley), which lies between the Himalayas and the Pir Panchal mountain ranges. Here the climate is mild and the soil well watered. River Jhelum flows through the Valley of Kashmir and the Mountains have many precious forests. Its population is predominantly by Muslims. South of the Kashmir Valley is the Jammu region, situated on the north Indian plains, a short distance from the rolling Shivalik hills. The land of high passes marks the boundary between the peaks of the western Himalaya and the vast Tibetan Plateau. Opened up to tourism in 1974, Laddakh has been variously described as the “Moonland”, Little Tibet and even ‘the last Shangrila’.

All the three regions have their distinct culture. Kashmir has its Kashmiri culture known worldwide, Jammu has its Dogra culture and Laddakh has its Laddakhi culture having similarities with the Mongolian culture. The three main regions are having dominated by three religions are Hindu, Muslim and Buddhism. Both Jammu and Kashmir are dotted with shrines of Hindus and Muslims. Buddhism is dominated in Laddakh region.

Kashmir is famous for its natural beauty and has often been referred to as the ‘**Switzerland of the East**’. Perfection beyond this word makes Kashmir a paradise. The land of sparkling rivers and sleepy lakes, of starling gardens and regal Chinar trees, Kashmir boasts of some of the beautiful flowering meadows and snowcapped peaks it is mesmerizing to see how this endless beauty never fails to charm the viewers with its from changing scenes dazzling white snow of winters to blooming fragrance of spring. The sparking greenery of summers and welcome too as the flaming beauty of Autumn. The art house of the seasons, the beauty of Kashmiri's

complete to the giggling girls with fair Indian complexion and rosy cheeks and the exquisite handicrafts.

Kashmir is making headlines of Asia; it has captured within its landscape the essence of all the elements that poetry demand of nature. The Great Mughals celebrated the beauty by laying world famous garden. They also left behind a heritage of exquisite arts. This is a land about which myriad holiday ideas take shape.

Significance of the Study

Tourism industry in Kashmir Valley is the main economy of the people and tourism plays a strategic role in the socio- economic development of the area. Tourism is the main source of income and employment for majority of population in the state as well as in Kashmir Valley. Thus there is every need to focus our attention to achieve the required prosperity, well-being and high quality of life for the people of the state, particularly for Kashmir Valley, from the income generated in this sector.

Culture is believed to be the key as well as an important factor in development of tourism in a region because now tourists mostly move to those regions, which are culturally rich, like Kerela and Rajasthan in India, Tanzania in Africa, Congo Basin in Africa, Manipur in India and many other places in the World, which are culturally rich. Thus tourism is the backbone of Valley's economy and in light of this importance need is to study the various cultural, natural and social variables like *Gujjar* and *Bakkarwals* and their culture, Culture of Valley people, scenic beauty, weather, snow fall, saffron cultivation which would serve as an important input in the tourism development and social prosperity, peace and economic development of the Valley.

Tourism in Kashmir is poised for resurgence, this was an evident with the huge pavilion of the state at recently is also a clear indication of the efforts to promote tourism in the state. Chalo "**Kashmir**" is new slogan of tourism department and state government, which has drawn up ambition, plans to boost tourism by augmenting room capacity sprucing up lakes and encouraging private sector investment.

The origin of the word 'Tourist' dates back to the year 1292 A.D. It has come from word 'Tour', a derivation of Latin word *Tornus* meaning a tool for describing a circle or a turner's wheel. In the first of the seventeenth century the term was first

used for traveling from place to place, a journey, an excursion, a circuitous journey touching the principal parts of the country or region.

The 19th century Dictionary defines “Tourist” as a person who travel for pleasure of traveling, out of curiosity and because he has nothing better to do. The term “Tourist”, the Oxford dictionary tell us, was used as early as the year 1800. Tourism as a word appeared in 1811 and was associated of ‘mobility’ for recreation (Donald, 1972). Tourism has acquired tremendous importance owing to its emergence as an important foreign exchange earner, besides its numerous direct socio- cultural and economic benefits like national integration and international understanding, creation of employment opportunities, removal of regional imbalances and changed the socio-economic scene of many developing countries like India.

Tourism industry is also called the “**Smokeless Industry**” because with out using any chimney, having more advantages than disadvantages. Tourism comprises of biggest component of the tertiary sector. In fact one in every 16 workers in worldwide owes his or her job in tourism. Tourism will become the world’s number one export industry by the turn of century (Mohanty, 1992).

Kashmir Valley is bestowed with picturesque mountain ranges, with innumerable scenic spots, and soul lifting pilgrimage centres. Kashmir Valley, one of the regions of the Jammu and Kashmir State comprising of 10 Districts offers diversities in landscape. For the instance the districts of Srinagar, Anantnag, and Bandipora are plain. The districts Shopian, Kulgam, Pulwama, Baramullah, Kupwara and Budgam are hilly in nature. There is micro cultural diversity within the region. Within the same district Kashmiri as well as tribal people are living, so having high cultural diversity. Every year Kashmir Valley receives 6-7 Lakh (0.06-0.07 Million) tourists. The Jammu Region receives 6 million tourists each year. With in the same State there is great variation of tourist arrivals due to many factors, like isolation, topography, less connectivity, climatic factors, political issues and so on. The *Amarnath* important pilgrimage tourist destination in Kashmir Valley attracts many tourists from allover India. Besides this lot of other pilgrimage tourist attractions are like *Mattand Temple*, *Kher-bhawani*, *Hazrat bal*, *Dargah Sharif* and so on. The important tourism potential regions are Pahalgam, Sonmarg, Liderwat, Aru, Kokernag, Verinag, Acchabal, Aharbal, Gulmarg, Khilanmarg, Vermullah, Athwato, and

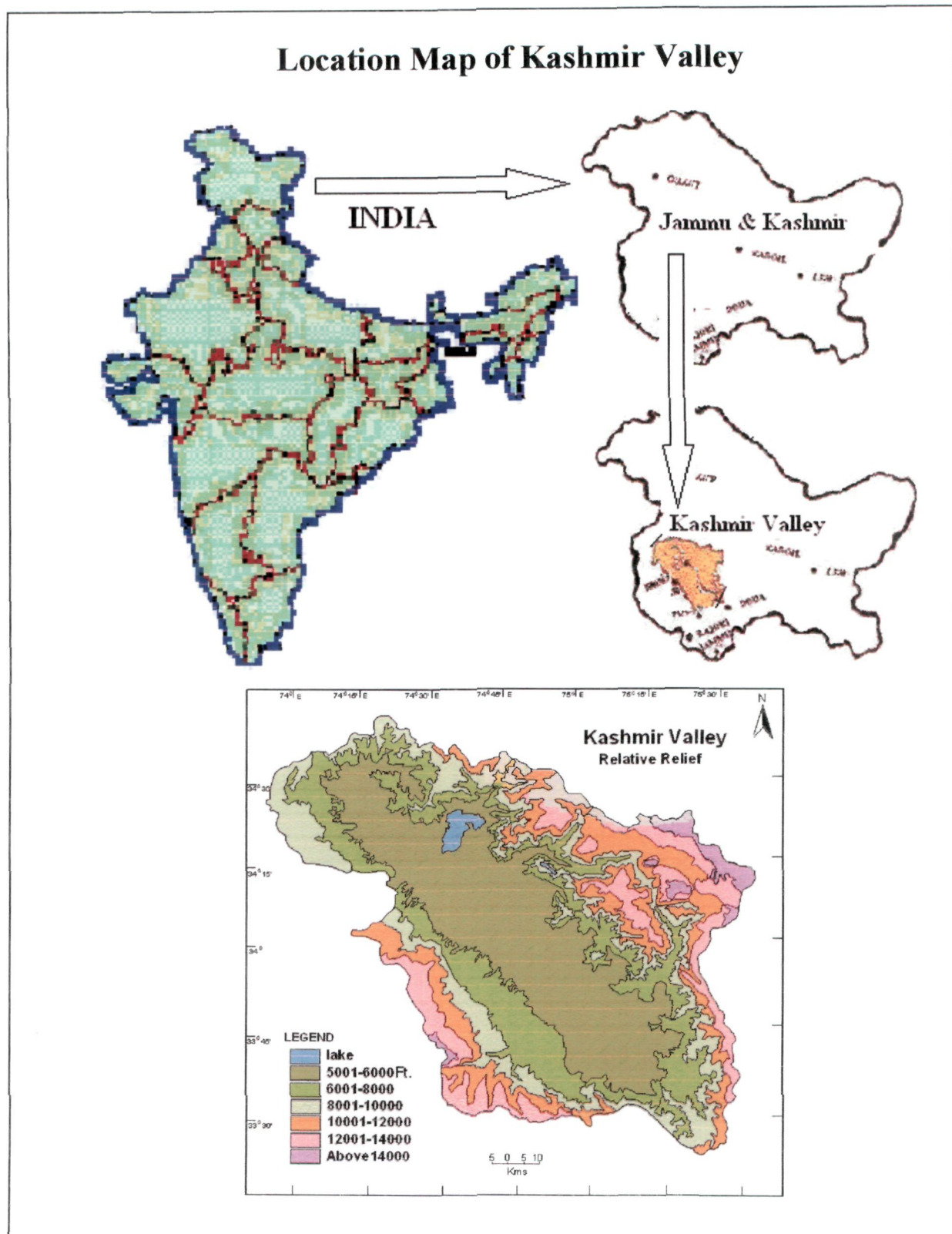
Wadi lolab etc. Besides Kashmir Valley has large number of Mughal Gardens, Forts, Temples and Springs.

Delicate fragrance of almond blossoms, green carpet landscape, evergreen mountains, carpet of flowers stretching across hills and meadows, snowflakes drift silently to rest on branches of pine and fir in winter, avenues and gardens are carpeted with crimson and gold chinar leaves, saffron fields are abloom with their precious harvest, herdsmen shepherd their flocks down the mountains to the valleys, lotus blossoms decorate the lakes, fertile land pale green paddy fields and trout jumping in rushing whitewaters of the beautiful Kashmir Valley.

Study Area

The Valley of Kashmir occupies the topmost position in the map of India. Kashmir, along with the region of Jammu, Ladakh and Gilgit forms the State of Jammu and Kashmir. From the numerous valleys situated in the state, Kashmir Valley is the biggest one, spread over an area of 105 sq km. Located approximately 1730 m above the sea level; it has Tibet in its east and Pakistan China and CIS in its west. The south of Kashmir is bordered by Punjab, while on the southwest is Himachal Pradesh. The Valley of Kashmir covers an area of about 7.2 percent (15,948 square kms) out of the total area of Jammu and Kashmir State. Jammu and Kashmir lies between the $32^{\circ} 17'$ to $37^{\circ} 5' N$ latitudes and in between $72^{\circ} 40'$ to $80^{\circ} 30'E$ longitude. Kashmir Valley lies between the $32^{\circ} 22'$ to $34^{\circ} 43' N$ latitudes and in between $73^{\circ} 52'$ to $75^{\circ} 42'E$ longitude. It lies beyond the upper bounds of the tropical zone and the lowest latitude coincides with $32^{\circ} 17' N$. It lies beyond the upper bounds of the tropical zone and the lowest latitude coincides with $32^{\circ} 17' N$. The spindle shaped valley has a basin of about 85 miles (104 kms) long and 25 miles (40 kms) wide. Fig. 1.1 (Lawrence, 1999)

Kashmir Valley is bounded by mountains in at an average height of 6000 feet above the sea level. The mountain range rising to a height of 18000 feet on the northeast, dip down to something 9,000 feet in the South, where the Banihal pass offered an exit from the Valley.



Source: - Raza, M, Ali Mohammad, A.A. (1978): *The Valley of Kashmir*, The Land,
Fig. 1.1

The geographical location of Kashmir is such that it is surrounded by a number of foreign countries. This makes the Kashmir valley very important from strategic angle. As far as the geography of Kashmir is concerned, the valley has River Jhelum flowing through it, along with its tributaries. The river Jhelum mainly drains the Valley. The main source of the Jhelum is in spring at Verinag. Some of the important drainage basins are Lidder, Bringi, Sindh. Vaishav, Madhumati and many small others. (Raza M. Ali Mohammad, 1978).

The sub valleys of the major Valley of Kashmir have been termed as side Valleys. These valleys have relatively steep ingredient owing to which the insolation rate is low and winters are severe. The soil is immature and deficit in humus content.

The display of natural boundaries, the physical location, the compatible seasonal division, the richness of flora and luscious fruits and tempting vegetables have attracted every body's imagination in the Valley of Kashmir and as such it is rightly called '**Paradise on Earth**' evidence goes and traces it to over 1000 B.C.

Objectives of the Study

Kashmir Valley is an isolated, backward and mountain girt having a distinct geographical entity. Insurgency and political instability prevail here. There are not only problems but there is also beauty in Kashmir. There is unlimited potential for the development of tourism. The development of tourism industry leads to control on insurgency and also helps in socio-economic development and brings peace and prosperity in the region.

The present study has certain specific research objectives. They are as follows:

1. To assess the role of Picturesque Kashmir Valley- location, delineation of Valley, spatial organization, climate, and drainage pattern, elevation, biodiversity in tourism development.
2. To study the tourist movement in Ancient Period – Hindu, Muslim, Mughal periods, Medieval Period – Afgan rule, Sikh rule, British Period – Dogra period and Post Independence Period and past impact is related with the present.
3. To asses the role of Ecological zones of Kashmir Valley, tourist attractions of Kashmir Valley – scenic beauty, historical and cultural monuments, weather

as a source of attraction. Saffron and festivals as a source of tourist attraction. To identify and demarcate the potential areas for the development of tourism in Kashmir Valley.

4. To identify the tourist nodes and tourist routes, examine the general pattern of tourist flow through different years from 1950- 2006, spatial and temporal variations of tourist flow in the Valley. To examine the general pattern of tourist flow through different years. To find role of the exploitation and utilization of existing resource base of the Valley. Resource base is strong enough to locate variety of economic activities such as tourism. (snowfall attractions, lakes, meadows, perennial rivers of high intensity, pleasant climate, glaciers, classified forests etc), agricultural base industries, mineral base industries.
5. To identify the factors which govern the development of ecotourism, new strategies for development of rural, cultural, new age, wellness tourism. medical tourism. geo-tourism, golf tourism, adventure tourism.
6. To assess the tourist flow and future prospects.
7. To assess the overall tourism development and negative role of social and political conflicts.

Hypothesis

The following hypotheses will be tested:

1. Tourism industry is the backbone of economy in Kashmir Valley and has a vast job potential, providing employment to the people at destinations, both directly and indirectly.
2. Tourism economy was continuously disturbed with unwanted slogans and exaggeration of the disturbances. Kashmir Valley people were now being considered as unpleasant people based on the undesirable incidents, hence tourism economy couldn't grow if the place is pleasant but inhabited by unpleasant people.
3. There are problems such as its isolation from the outside world, insurgency, lack of accessibility, lack of transport and infrastructural facilities are the impediments in the way of tourism development.

4. Natural tourist spots are more attractive as compared to the man-made tourist spots. So new concepts for tourism development should be implicated. Like rural, cultural tourism, new age tourism, spiritual and religious tourism, medical tourism, geo-tourism (like special emphasis should be given on Karewas areas, religious spots like Amarnath)
5. Political issues and insurgency influence the tourist flow. These factors act as barriers for the tourism development in the Valley of Kashmir.
6. Well infrastructural regions and peaceful areas are well developed and having the tourism industry at Zenith- a comparison from the Kashmir Valley.
7. Socio- economic conditions contribute a great deal towards the quality of life and tourism development.

Data Base

The data has been collected both from primary as well as secondary sources. The study is mainly based on primary sources of data, which has been collected through.

1. Interview with tourists through questionnaire.
2. Discussion with local people.
3. And with tourism department officials.

The secondary data has been collected from the tourism department, horticulture department, and floriculture department.

Research Methodology

Geography is concerned with the existing material system forming the geographical sphere of the earth as an environment. The methodological framework for the present study is a varied one. The empirical approach has been employed to draw the various inferences regarding the different facets of the study. Different methodology has been used for different chapters. But in general **simple random sample** method is adopted. The following methodologies have been used.

1. The author conducted a systematic comprehensive survey of each of the selected tourist spot on basis of simple random sample method during the tourist season March to July 2006. The primary data has been collected through

making the questionnaire by selecting 500 tourists from different countries and regions. This is because of the difference in the income status, difference in culture, status, sex, and other attributes to be considered. A questionnaire has been formulated with a set of relevant questions about the tourists who visited the Valley. Five hundred tourists have been interviewed to find out the socio-economic status and attractive tourist spots of the Valley. The first part of the questionnaire deals with the demographic and travel profile of the tourist and the second part deals with the tourism potentials and geographical resources of the study area and the response of each question was rated on the 5-point Likert scale ranging from 1-5, 1 being highly unattractive, 5 being highly attractive and the 3 is average for assessing the know how of the tourists about social, cultural natural and geographical resources of the study area. In the third part of questionnaire, to evaluate the expectation and satisfaction of tourists, 1 determines highly unsatisfied, 5 highly dissatisfied and 3 the average. The data collected from the secondary sources has been arranged and analyzed for the different factors responsible for tourist decline and incline flow to the Valley. For analyzing the tourist flow and their variations and impact analysis various methods like Simple Percentage method for delineation of the tourist spots and region in the Valley.

2. The secondary source of data has been collected from tourism department, various websites and other official and non- official agencies have also been used to draw relevant conclusions. Besides necessary information has been used to draw relevant conclusions. Besides information has been collected from various books, articles, magazines, brochures and journals.
3. The data has been analyzed by applying appropriate statistical techniques such as Correlation, Multivariate Analysis, Test of significance regression and so on. Besides descriptive Statistical techniques, Factor analysis was used. ANOVA was also used to assess whether the existence of any significant difference between demographic variables and residents attitude towards tourism.

Keeping in view the objective of the study, the data has been analyzed with available techniques. Moreover, advanced computer software like SPSS and arc View has also been used to get the desired results. Besides the information thus collected and were computed and plotted on graphs and diagrams. Pictures has been modified on coral draw while as the graphs and diagrams have been made on the micro excel. The maps and tables were finally geographically interpreted to asses the spatio-temporal variations in the tourist flow in the Valley of Kashmir. These maps, diagrams tables and graphs hoped may be of immense help for regional planners, tourists, tourism department, administrators and policy makers in the formulation of strategies and policies for the tourism development and identification of potential tourist spots of Kashmir Valley.

Chapter Scheme

The whole study is divided into five chapters.

1. Chapter first is exclusively devoted to describe a detailed account of geographical personality of the Kashmir Valley and it discusses those aspects, which have direct bearing on the tourism, like location in womb of Himalayas, delineation, spatial organization, drainage, weather, elevation and biodiversity.
2. Second Chapter deals with the history of tourism during Ancient, Medieval, British and Post Independence Period.
3. Third chapter deals with the delineation of Kashmir valley into different ecological zones and highlights the impacts of tourist attractions of Kashmir Valley like, weather, scenic beauty, historical monuments and culture, snowfall, saffron cultivation and festivals on the tourist flow.
4. Fourth chapter deals with the tourist nodes, circuits and development of tourist circuits. Besides the variation in domestic as well as international tourist flow and spatio-temporal variation in tourist flow in Kashmir Valley from 1950-2005. Data have been analyzed, interpreted and decadal changes in the tourist flow from 1989 onwards have been examined, apart from that tourism trends in Kashmir Valley, socio- economic profile of the sampled

tourists, environmental parameters of tourism. social indicators of tourism in Kashmir Valley have been explained.

5. Fifth chapter i.e., last chapter of the study evaluates the strategies, policies, programmes, problems and suggestions for sustainable development through tourism industry, new ideologies, and new concepts in tourism and social-economic development of society through tourism in Kashmir Valley. Projected airport and projected roads have been emphasized in all along Lidder and Sind Valley. Strategies and suggested opinions have been discussed to come-out from low tourist flow to high tourist arrivals in and maintain the sustainable ecology in the Valley of Kashmir.

Critical Account of Work Done So For

The tourism research encompasses several fields of specialization viz., economics, geography, regional planning and ecology and so on. However the essential aim of all of research has to examine the tourist industry from various points of view. The objectives of the research were characteristically different, consisting of resources evaluation and organization, flow analysis, socio-economic impact, environment consciousness and finally the substantiability and management of tourism. The objectives of the research were characteristically different, consisting of resources evaluation and organization, flow analysis, socio-economic impact, environment consciousness and finally the substantially and management of tourism. Subsequently in the 20th century, the stress of research was mainly to highlight the tourism potential of various areas, so that the tourist may be attracted in large number, subsequently the focus of attention have got shifted to measure the economic gains of tourism.

Although the certain scholars who researched the different aspects of tourism are: **Mc Murray (1930); Brown (1935); Stedman (1947)**. At the initial stage, Siguaux did the systematic work on tourism in 1966.

In this book **Murphy (1985)**, advocates an approach centered on the goals and aspirations of the communities affected by tourism. His tools for this transformation are concepts from ecology and system theory. Murphy has argued that one element has been neglected in the tourism research i.e. the needs and desires of the local residents in communities affected by tourism. Murphy suggested that tourism should

be considered as a renewable resource, subjected to the same strains of overseas and degradation as forest, air and water. The goals of this approach is to use amenities in a non- degradation low stress to produce an environment that a communities can support without resentment and without loss of values of that made it appealing. To attain the goal, planners must examine four components that together comprise tourism: Characteristics of environment and accessibility, commercial and economic considerations, social and cultural issues and the managerial framework. Regarding environment and access he emphasized the carrying capacity, multiple use and improvement and control of access to prevent use. In terms of economics, a community considering or involved in tourism is urged to be well informed about its market and to make long terms economic decisions. Socially and culturally a community is apt to be content with its tourism role if inhabitants experience positive results in their lives and if they participate sufficiently in the planning process to provide tourism products with which they are comfortable.

The article by **Peter E. Murphy and Robin Bayley (1989)**, focus on the link between tourism and irregular natural disaster exemplified in two case studies; the 1980 eruptions of Mount St. Helens in the state of Washington and the 1985 forest fires in the east Kootenay region of British Columbia. The tourism industry is susceptible to man made disasters like terrorism and to natural disasters because of its attachment to high risk areas with exotic scenery. It has been mentioned for planning purpose disaster may be classified into four stages; assessment, Warning, impact and recovery. In the assessment stage, potential risks are identified and evaluated. During the warning stage local authorities are cautioned about the dangers and are mitigate its effects. The impact threat to life and property and by the subsequent public and private implementation of emergency service and rescue operations and last is the recovery. Analysis of two case studies suggest that tourism and local needs can be accommodated during all stages of disaster planning. During the impact and recovery stage accurate and reliable media coverage becomes more significant. Media exposure and consequent public awareness would usually have cost the tourist industry vast sums under normal circumstances, but it can capitalize on this free, sensational exposures it can increase a flow of visitors and revenue that can facilitate and lead to a better landscape in the aftermath of a disaster.

Douglas Pearce (1987), using a carefully reasoned systematic approach has demonstrated the ties between geography and the dynamics of tourism. The most obvious appeal of this book lies in its emphasis on applying concepts, organizing model structures and stating generalizations. At the Outset of "Tourism today" Pearce offers compressive, useful definitions and discretions in a context that includes points of origin, linkages, destinations, motivation for travel and energy of demand. Appropriately he used materials form allied sciences fields such as sociology and economics together with governmental publication and some traditional tourism studies. This approach further advances his mission of presenting comparative Universal understanding about patterns and process in tourism. Tourism today marks a significant contribution by assimilating important findings from a multitude of often disconnecting into a structure from a current geographical understanding and for future inquiry.

During 1980's tourism assumed quite a new dimension and it has been more of less a subject of studies especially in the West. Quantum of the literature on various aspects of travel, tourism and recreation begin to pour in a considerable scale.

Peter (1969), observed that: international tourism has undoubtedly contributed to widening peoples interest generally in world affairs and new understanding of foreigners and foreign: **Young (1974)**, logically stressed the importance of considering social impact of tourism along its economic impact.

Jakle, John A. 1985. *The Tourist: Travel in Twentieth Century North America*. This book describes tourists and tourism in early twentieth century North America. It explores a time and place where the automobile popularized travel, spreading advantages of tourism from the wealthy to the masses. The highway and the commercial roadside, the new container for tourism, emerged as a new environmental form to influence, if not dominate, the whole of North American life.

Sears, John F. 1989. *Sacred Places: American Tourist Attractions in the Nineteenth*. Tourism emerged as an important cultural activity in the United States in the 1820s as steamboats and canals allowed for greater mobility and the nation's writers and artists focused their attention on American scenery. Their work conferred value on the scenes represented and helped shape the vision of the tourists who visited them. Drawing on this body of material Sacred Places examines the vital role that tourism played in fulfilling the cultural needs of nineteenth century Americans.

America was a new country in search of a national identity. Tourism offered a means of defining America as a place and taking pride in the special features of its landscape.

Cohan (1972) emphasized the potential dislocations that the impact of tourism can cause. He particularly draws attention to the fact that the developing economies, which most eagerly seek the economic advantages of tourism, are also the vulnerable to the description that likely will follow the rapid expansion of tourist industry. Accelerating growth of tourism is thus an important factor for the promotion of social cohesiveness and international peace.

The numbers of studies that have been approached in the field of tourism considering different dimension include the work of **Bukrat (1945)**, **Bull (1990)** and **Mendonsa (1983)**, have studied the economic aspect of tourism. Shaw and William (1994) worked upon the critical issues in the studies of tourism.

In this article by **P.P Karan and cotton Mather (1985)**, deals with the impact of the tourism on the environment in the Khumbu area (Nepal). Process of change has brought a plethora of environment disruption to this formerly remote, unspoiled region. A major factor is the tourism and the hordes of oversea tourist and trekkers. The hotel built by Japanese firm has caused local pollution. Aero plane landing in the nearly shyangboche airstrip shatter the splendid silence of the mountains, the trekking on yak contributes to the environmental degradation. Trekking has caused serious environment damage in land scenic sites, pollutions at sites frequented by too many visitors and defamation and loss of local monuments like the 'mani' wall along the trekking routes. Although government has taken steps to conserve the environment, but a lot needs to be done.

The paper by **Antonia Hussey (1989)**, deals with the positive and negative impacts of tourism on Kuta village of Indonesia the fishing village changed to a modern town with the no of hotels increasing from 2 in 1970 to about 100 in 1975. The land prices increased from \$17 to \$8000 for one are (100 sq.mt) .The demography also changed drastically. The negative impacts being high traffic jams, pollution of the beach, increase in crime, prosecution drug use, intrusion of other culture on the local one.

The paper by **Will Hamley (1991)**, deals with the tourism potential, tourism altercation and hindrances in tourism development in the North West territories

(Canada). Although North West territories have a large tourism potential, the hindrances like unskilled labour, lack of facilities in major airports, high prices, poor transportation shortage of camp grounds, litter and the low quality of hotels and information facilities come in the way of tourism development. It has been concluded that community based tourism development should be applied with stress on tourism that is substantially owned and operated by northerners, that reflects the aspirations of local communities and that has a geographical spread reflecting the population distribution and employment needs of the territories as a whole.

The paper by **Chris Ryan (2006)**, tries to find out the complexities of limited choice in the development of tourism in developing economies which lack in basic facilities like infrastructure, road facilities telephone, internet etc. Also mention has been made of the "Tourism Concern" which is the tourism oriented towards the small scale development consistent with community needs and within carrying capacity which should be main base for the tourism development in the third world countries.

The article Tourism, economy and environment: A case study of Panchmarhi in M.P. by **P. Chakrabarty (2006)**, reveals the accommodation and transport problem in Panchmarhi .the hotels can accommodate about 1006 tourists and vehicles altogether may carry 826 tourists which are not sufficient. The proper tourism management like designing integrated ecotourism strategy focusing on land use zoning, site development, educating visitors controlling and regulating their flow on the basis of spot character, infrastructure development and people's awareness is recommended for the implementation of an effective ecotourism strategy.

The paper by **N. Gangopadhyay and P. Chakrabarty** highlights the ill effects of unplanned growth of tourism in Digha (W.B.). In order to accountant tourism flow, new hotels are being made by cutting the dune tops, thus destroying the sea- dune dynamics of the area which is necessity for its survival. Also mention has been made of unplanned management of tourist waste. It has been concluded that people's awareness and government interference is necessary to save the fate of Digha and its tourism industry to a great extent.

The post September 11 attacks on the world trade towers had its impact on the tourism industry September 2001 witnessed a destine in inbound tourism in India by 10% and October was as much as 28.8%. Government have responded to the tourism show down in a variety of ways including subsidies, tax breaks, shift in marketing

strategies and increasing advertisement. Indian tourism has however faced a decline in arrivals and also the market share. Tourism became more cost conscious the source market more precise sensitive but India did not respond. In this article another has proposed some short term and some specific long-term strategies on how to redefine tourism marketing strategies like the concept of ecotourism, dental tourism, incentive tourism or conference tourism should be fully exploited.

In this article by **John Ap and John L. Crompton (1998)**, a 35 item tourist impact scale was developed. It was derived from an initial pool of 147 impact items drawn from personal interview and the literature and it was refined using classical scale development procedures. The scale comprises of seven domains social and cultural, economic crowding and congestion, environmental services, taxes and community attitudes, although the latter two domains did not always emerge as independent factors. Testing was undertaken with three independent samples drawn from communities exhibiting different tourism characteristics. The scale was demonstrated to have dimensional distinctiveness and stability, internal consistency content validity and convergent validity tourism impacts were assessed by measuring both belief and affect towards the impact attributes.

The purpose of this study done by **Richards R. Perdue and Scott Kieselbach (2004)**, was to determine whether resident's perceptions of community life satisfaction vary with the level of tourism development in their community. This was conducted in 20 rural communities as part of the 1985 Colorado Rural Recreation Development projects administered by the university of Colorado boulder. A comprehensive questionnaire investigating resident's perceptions of the importance of and their satisfaction with seven dimensions of community life was distributed to one adult member of randomly selected households in each community. The seven dimensions of community life were public services, economics.

Understandably, there has been a veritable expansion published research works related to the broader domain of transpality industry and impact of tourism activities in the host economics together with socio-logical planning and geographical studies; research for hospitality industry has undoubtedly grown in recent years. Subject such as distribution system, computerization of front office and selling price system are of great interest to industry product and its profitability. Unfortunately

little research has been carried out as yet on the activities, performance, structure and the pattern of economic linkages of hotel industry.

Donald (1979), in his study has made an attempt to analyze the cost aspect of food: say starter, entrees, vegetable and sweets. He goes into detail of inter-hotel cost and sales between seaside hotels, town hotels and sleeper occupancy is very substantial. In a very remarkable study made by Creen and Gallen, emphasis has given to managerial aspects of the hotel industry. They urge that in any hotel business, managers must make decisions during the course of each day.

The other studies from the tourism point of view and general aspects of Valley include **Zutshi and Vass, K.K. (1970), (1971) (1972) (1973) and Zutshi and Dutta (1988)**. Major recent works so far done on the tourism industry in Kashmir Valley was done by **Mirza, N. (1995): “Management of Tourism in Jammu and Kashmir”**. Besides Bandhu, D. (1989): “*Jammu Kashmir and Ladakh*”, and several Published as well as unpublished theses has been written on tourism industry in Kashmir Valley like “*Environmental Impact of Tourism in Kashmir Valley*” and “*Tourist Flow in Kashmir Valley*”.

Besides, the above mentioned literature, there are few important papers/ studies that have been carried out by various institutions and organizations, which include the report of Common Wealth Fund for Technical Cooperation (1978), Tata Economic consulting services (1982), Indian Institute of Public opinion (1970) and Jammu and Kashmir Industrial and Technical Consultancy Organization (1987). In addition to this, even number of official handbook digests, like, Digest of Tourism and Economics and Statistics have been consulted also for the present study.

Literature so far available covers general aspects of tourism and its impact. Minor material is based on tourism in Jammu and Kashmir and other economic issues.

Present work is different in the sense that it deals with ecologically favourable areas having better attraction of tourism from the dawn of history. Along with that the research is oriented to figure out tourism potentials and future prospects of tourism industry. Based on an extensive review of literature and scintillating discussion with experts. This study attempts to study the tourism in the Valley of Kashmir and interprets the importance of tourism on socio-economic development of people.

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Chapter 1

*Region under Study:
The Picturesque
Kashmir Valley*

Etymology

The name "Kashmir" means "desiccated land" (from the Sanskrit: Ka = water and shimeera = desiccate). According to Hindu mythology, Sage Kashyapa drained a lake to produce the land now known as Kashmir.

In the *Rajatarangini*, a history of Kashmir written in the 12th century, it is stated that the valley of Kashmir was formerly a lake. This was drained by the great rishi or sage, Kashyapa, son of Marichi, son of Brahma, by cutting the gap in the hills at Baramulla (*Varaha-mula*). When Kashmir had been drained, Kashyapa brought in the Brahmans to occupy it. This is still the local tradition, and in the existing physical condition of the country, we may see some ground for the story which has taken this form. The name of Kashyapa is by history and tradition connected with the draining of the lake, and the chief town or collection of dwellings in the valley was called Kashyapa-pura name which has been plausibly identified with the Kao-1r6.nupos of Hecataeus (*apud* Stephen of Byzantium) and *Kaspatyros* of Herodotus (3.102, 4.44). Kashmir is the country meant also by Ptolemy's Kao-ir,~pta

Cashmere is an archaic spelling of Kashmir.

1.1. Kashmir Valley - In the womb of the Himalayas (Fig 1.1)

Kashmir lies in northern part of India, a natural extension to the mouth of the Indus River. It is in the **Ancient Silk Route** through which noted travelers like **Ibn-Batuta**, and **Fa-hein** traveled. The beauty and the salubrious climate of the Valley were known even from the ancient times. The mythological traditions supported fully by the research of geologists confirmed that the Valley was originally a huge lake called "**Satisar**", (the land of goddess Sati, consort of Lord Shiva) and its water were blocked near Baramulla (ancient Varahmulla).

In the words of **Sir Francis Young Husband**, "The huge lake must have been twice the length and three times the width of the lake of Geneva, completely encircled by snowy mountains as high and higher than the Mount Blank, while in the immediately following glacial period, mighty glaciers came wending down to the Sindh, Lidder, and other Valleys even to the edge of water." Kashmir Valley lies

between the $32^{\circ} 22'$ to $34^{\circ} 43'$ N latitudes and in between $73^{\circ} 52'$ to $75^{\circ} 42'$ E longitude. Kashmir Valley is the biggest one, spread over an area of 105 sq km. Located approximately 1730 m above the sea level.

Kashmir's greatest **Historian Kalhan** writes about his native land, *"It is a country where the sun shines mildly, being the place created by Rishi Kashyap, for his glory - big and lofty houses, learning, Saffron, icy cool water and grapes rare in Heaven are plentiful here - Kailash is the best place in the three worlds (Tri-lok), Himalayas the best place in Kailash, and Kashmir the best place in Himalayas"*.

Our immortal **Sanskrit Poet Kalidas** writes about the valley: *"The place is more beautiful than the heaven and is the benefactor of supreme bliss and happiness. It seems to me that I am taking a bath in the lake of nectar here"*.

Sir Walter Lawrence writes, *"The Valley is an emerald set in pearls; a land of lakes, clear streams, green turf, magnificent trees and mighty mountains where the air is cool, and the water sweet, where men are strong, and women vie with the soil in fruitfulness"*.

He further writes *"the Valley contains everything, which should make life enjoyable. There is sport varied and excellent; there is scenery for the artist and the layman, mountain for the mountaineer, flower for the Botanist, a vast field for the Geologist and magnificent ruins for the archaeologist"*.

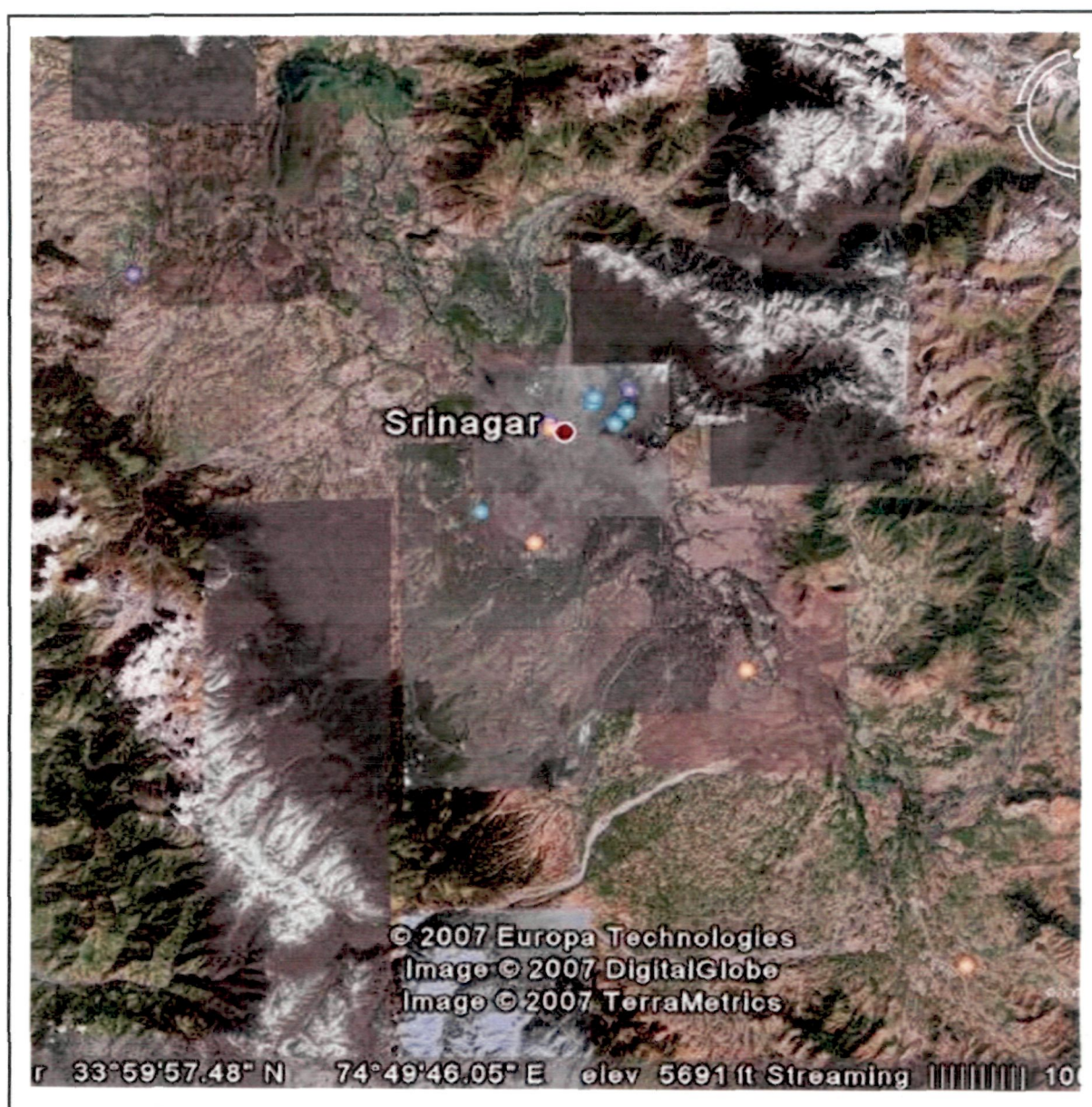
The total area of Jammu & Kashmir state is 2.22 lakh (222,000) sq. kms. Of this, 78,114 sq. kms is under Pakistan. The area under China is 37,555 sq. kms plus another 3,180 sq. kms. (that was an area adjusted during the boundary agreement with Pakistan). At present, 35 per cent of the state is Azad Kashmir and 17 per cent under control of China. In a landmark boundary adjustment between Pakistan and China, China received 2.3 per cent from Pakistan (There is no boundary dispute between China and Pakistan. The modern state of Jammu and Kashmir covered an area of 86024 square miles (prior to 1947) extending from $32^{\circ} 78'$ N to $36^{\circ} 58'$ N and from $73^{\circ} 27'$ E to $80^{\circ} 72'$ E. India occupies less than half of the original state, which belonged to Hari Singh in 1947. The Indian area is 1.01 lakh (101,000) sq. kms. The Indian area of Jammu and Kashmir consists of three divisions:

1. Sub -tropical Jammu region

2. The Temperate Kashmir Valley and
3. Arctic cold desert areas of Laddakh region.

The Jammu division is 26,293 sq. kms; Kashmir Valley is 15,948 sq. kms. and Laddakh division is 49,146 sq. kms. In terms of area, Laddakh forms 58 percent, Jammu 26 per cent and Kashmir Valley 16 per cent. Buddhists used to constitute a majority in Laddakh but a few years ago (according to the last Indian census reports) Muslims are in majority in Laddakh now. Hindus form a majority in Jammu and Muslims form a majority in Kashmir Valley. In British India, about 95 per cent Muslim was living in Kashmir Valley.

Before 1947, nearly a million non-Muslims -mainly Kashmiri Hindus called *Pandits* ruled the Kashmir with the Dogra ruler Hari Singh. After the Dogra Raja left the state in Indian custody, the Pandits also began leaving Kashmir. Today they live in Jammu and are asking for a separate union territory called *Panditdesh*. The gateway of Kashmir is the winter capital of the state - **Jammu**. Home of the Dogras, Jammu is the last railhead enroute Kashmir. According to legends, the city was built by King Jambu Lochan around the 9th century and derives its name from him. King Jambu Lochan discovered this place on the banks of the Tavi River, where he saw a tiger and a goat drinking water from the same spot side by side. He was so struck by the sight that he decided to build a city here on this soil where no living being was antagonistic to his counterpart. Around 1730 the Dogras captured Jammu and it was under their control till 1947. Jammu is renowned for its special miniature Pahari paintings, which were a style developed and patronized by the Dogra rulers. Jammu also has numerous temples and palaces built along the banks of the Tavi River. This town has become a bustling metropolis in recent times and has expanded enormously. It has become trade center. Known as the “**City of Temples**”. Romantic green meadows, majestic mountains, bewitching lakes and valleys all found around the Valley of Kashmir. Srinagar is its summer capital, and Jammu its winter capital. The Vale of Kashmir, also known as Kashmir Valley, is famous for its beautiful mountainous landscape. Ladakh, also known as “**Little Tibet**”, is renowned. for its remote mountain beauty and Buddhist culture which was established as early as the 2nd century. Though Islam is practiced by the majority of population, Jammu and Kashmir has large and vibrant communities of Hindus, Buddhists and Sikhs.



Source: Googleearth.com

Fig. 1.1

Jammu and Kashmir lies at the heart of a bitter territorial dispute between India, Pakistan and the people's Republic of China. India has fought three wars with Pakistan in 1947, 1965 and 1999 and one with China over Kashmir. India, which considers the entire state as its sovereign territory, has control of about half the area of Jammu and Kashmir. The territory under its control enjoys special provisions under **Article 370** of the Indian Constitution. India's claim that entire state is disputed by Pakistan, which controls one-third of Kashmir. Aksai Chin, an arid region in the east, and the Trans- Karakoram Tract are claimed by India but administered by China.

1.2. Delineation of the Kashmir Valley

The Kashmir Valley is located within the gamut of drainage channels of the northwestern Himalayan complex (Fig.1.2) The entire complex of the drainage systems has been given a definite hierarchial ordering, and the micro catchment basins have been desegregated from the meso and the micro basins. This necessarily involves a differentiation between the Jhelum system (the meso basin) and the Indus system (the macro basin) on the one hand, and the Jhelum valley in Kashmir and the Jhelum system lying beyond the Valley on the other. Thus delineation, the Valley includes all land lying within the water-divides formed by the Pir Panjal, the north Kashmir and the Great Himalayan ranges which encircle the great synclinal trough occupied by the Jhelum, the main channel of drainage. The narrow upland Valleys of the Lidder, the Sind and the Pohru and numerous other minor affluents, such as the Rambiar, which flows from the slopes of the bordering mountains and drain into the Jhelum within the tectonic Valley of Kashmir, form an integral part of the Valley delineated for the purpose of this study. (Burrad and Hayden).

The Valley has a typical oval shape; its length has a parallel axis to the general direction of the bordering mountain ranges. The transverse ranges of the surrounding mountain ramparts on the southeast and the northwest are located on the average distance of 220 kilometers when measured from the crest to crest. The crests of the Pir Panjal and the Greater Himalayan ranges, on the other hand, are 125 kilometres apart. The flate alluvial basins, however, measure only 150 kilometres from southeast to northwest. (Wadia 1970).



Source: - Raza Moonis, Ali Mohammad, A. Ahmad. (1978): *The Valley of Kashmir, The Land*

Fig 1.2

1.3. Layout of the Valley – Spatial Organization

The State of Jammu and Kashmir may be broadly divided into three regions, namely,

- 1 The foothill plains of Jammu
- 2 The Kashmir Valley
- 3 The Mountainous Laddakh

1. The foothill plains of Jammu

The Jammu region is situated on the North Indian plains, close to the Shivalik ranges. North of the Shivaliks, the rest of the Jammu region is drained by the Chenab River whose vast catchment area includes several narrow valleys that extend deep into the Himalayas. Jammu is about 305 meters above the sea level. The best season to visit this region is from the month of October to April. Jammu is famous for its ancient temples and palaces. ***Bahu Mata*** is the main goddess worshiped by the locals in the Jammu region. The old Jammu town is situated on a hilltop just next to the Tawi River. The Trikuta range forms the picturesque backdrop. The new Jammu town is situated several kilometers from the old town. Jammu has a rich cultural heritage and is an interesting tourist destination, especially for those interested in natural beauty and history. There are several temples and shrines in Jammu. The most important of these are Mata Vaishno Devi, the Jujhar Kotli tourist complex, the historical region of Akhnoor, the Ranbireshwar temple, Gauri Kund temple, Shudh Mahadev temple, the Peer Khoh Cave temple and the Raghunath temple. The Amar Mahal Palace is also an important tourist attraction. Jammu serves as a base camp for those visiting the Vaishno Devi Shrine. Jammu is rightly known as the “**city of temples**”. Krimchi is an important tourist destination. The commonly spoken languages in the area include Dogri, Kashmiri, Urdu, Hindi, Laddakhi and Tibetan. Over the years Jammu became an important center of arts and culture. Jammu is very popular for its handicrafts, silk saris, carpets, wickerwork, basket making, miniature paintings, classical dance and choral painting.

The Jammu area can be divided into three physical zones. These are the outer plains that include the level lands that merge with the Punjab plains. The outer hill zone and the area beyond that is the one that merges with the Kashmir valley. Jammu serves as a base for those who trek to Kargil and for pilgrims to Vaishno Devi. There

are several monasteries around the Jammu region. Jammu is popular among tourists for its water sports, especially **rafting and canoeing**. Other adventure sports that tourists can enjoy in Jammu are **mountaineering and trekking**. Most of the native population in Kashmir is Hindu. Those living around the Jammu area are mostly Buddhists and Tibetan.

2. Kashmir Valley

Kashmir or the Jhelum Valley is situated between the Pir Panjal range and the Zaskar range and has an area of 15220 sq kms. It is bounded on all sides by mountains. The river Jhelum, which flows out from the spring at Verinag in Anantnag district, passes through this Valley at a very slow speed and ultimately flows out through a narrow gorge at Baramulla. Districts of Srinagar, Anantnag, Baramulla, Kupwara, Pulwama, Kulgam, Shopian lie in this Valley. Average height of the Valley is 1850 metres above sea level but the surrounding mountains, which are always snow-clad, rise from three to four thousand metres above sea level. The surface of the Valley is plain and abounds with springs, lakes and health resorts. There are also some small valleys in this region. On the north of Baramulla is Lolab valley, which is 6 Kms long and 4-4 Kms wide. It has many meadows and groves of walnut trees. Forests are so thick that they hide villages in them. Nullah Sind is the largest tributary of the river Jhelum. The Nullah Sind valley is 100 Kms long upwards and its scenery is diversified. At the head of the Valley is the Zojilla pass which leads to Laddakh.

Towards Pahalgam lies the Lidder Valley. Its length is 64 Kms. It has small glaciers, grassy meadows, huge rock walls and gorges in its upper mountains. The path to the holy Amarnath cave passes through this valley. The **Kolohai** and **Sheshnag** streams join at Pahalgam to form the Lidder River. The Kashmir Valley region is famous for its picturesque natural beauty and among other things is known for its 'Dal Lake' that reflects the surrounding snow-capped mountain peaks. Other tourist attractions of Kashmir Valley are, the Mughal Gardens, the floating vegetable and flower markets and the unique experience of staying on a houseboat. The Valley is known for its fresh apples and the intricate embroidery stitching that is done on the traditional warm *kurtas*, for both, men and women. Kashmir is very popular for its golf courses. The Dal Lake is perhaps the most important and picturesque tourist destination in Kashmir. It is very popular for its *shikara* rides and houseboats.

As far as handicrafts are concerned, Kashmir is very popular for its carpets and wall hangings. Kashmir is known for its *pashmina* and cashmere scarves. Kashmir in the ancient times was the seat of Buddhism. Besides Buddhism many faiths have taken birth and have flourished in the Kashmir region. Kashmir has a rich cultural heritage. The ancient work of art, *Rajatarangini*, is an account of the rulers who have ruled the region over a period of 4000 years. Among the important pilgrimages in Kashmir are Amreshwar, popularly known as **Amarnath**, Sureshwar, Tripreshwar, Hareshwar, Jeshteshwar, Shivbuteshwar and Sharda Saritshilla. The Kashmir valley has been known since the ancient times as the valley of flowers. A Mughal emperor used the phrase, “**paradise on earth**”, to describe the Kashmir valley. The Valley is known for its **tall chinar** trees and **snow capped peaks**. The famous Mughal Gardens are located on the banks of the Dal Lake. The Dal Lake in the Kashmir valley is of course known for its floating houseboats.

3. Mountainous Laddakh

The Laddakh region is the largest of the 10 provinces in the State of Jammu & Kashmir. Physical features that characterize the region are its uplands, craggy, barren cliffs and plateaus. The mighty river Indus flows right through Laddakh. The capital Leh is famous for its adventure sports. The region is famous for the Leh Palace and the *Namgyal Tsemo Gompa* monastery. The commonly spoken languages in the area include *Laddakhi*, *Purgi*, *Shina* or *Dardic*, Urdu and Hindi (R S Mittal, 1968).

During summer the maximum temperature in the region goes up to 25⁰ C and the minimum temperatures go down to 8⁰ C. During winters temperatures go down to about -20⁰ C. In the ancient times Laddakh was an important trade route from Punjab to Central Asia. For years Laddakh was an independent kingdom. Leh offers a variety of adventure sports for tourists. The most popular sports are trekking, hiking, canyoning and rafting. Important tourist attractions are, the Leh Palace, Shey Palace, the museum at the Stok Palace and the *Thiksey* monastery. Buddhism is the most popular religion in Laddakh, besides Islam and Hinduism. The everyday conduct of the common people is influenced by their religious faiths. Laddakh is more like a mysterious land that is shrouded in myth and ancient stories. Laddakh was described by a scholar as a land where the ‘**snow_never melts**’. Laddakh is also known as a **region of mountain passes**.

1.4 Weather, Seasons – Snowfall and Climate of the Kashmir Valley

Heat there is, but hot 'tis not

Cold there is, but cold 'tis not.

Sufi, Kashur.

Set like a jewelled crown on the map of India, Kashmir is a **multi-faceted diamond**, changing its hues with the seasons - always extravagantly beautiful. Two major **Himalayan** ranges -

- 1 The Great **Himalayan Range** and
2. The **Pir Panjal**.

These ranges, the Great **Himalayan Range** and the **Pir Panjal** surround the landscape from the north and south respectively. They are the source of great rivers, which flow down into the valleys, forested with orchards and decorated by lily-laden lakes

The Mughals aptly called Kashmir '**Paradise on Earth**' where they journeyed across the hot plains of India, to the Valley's cool environs in summer. Here they laid, with great love and care, Srinagar's many formal, waterfront gardens, now collectively known as the Mughal Gardens. Anecdotes of four and five centuries ago describe their love for these gardens, and the rivalries that centered on their ownership. They also patronized the development of art & craft among the people of Kashmir, leaving behind a heritage of exquisite artisanship among these people and making the handicrafts of the land prized gifts all over the world. **Kashmir** is a land where **myriad holiday** ideas are realized. In winter, when snow carpets the mountains, there is skiing, tobogganing, sledge riding, etc. along the gentle slopes. In **spring** and **summer**, the honey-dewed orchards, rippling lakes and **blue skies** beckon every soul to sample the many delights the mountains and valleys have to offer. Golfing at 2,700 m above the sea, water-skiing in the lakes and angling for prized rainbow trout, or simply drifting down the willow fringed valleys of lakes in *shikaras* and living in gorgeous houseboats are some of the most favoured ones. The State of Jammu and Kashmir is the northern most state of India comprising three distinct Climatic regions

- 1 Arctic cold desert areas of Laddakh

2 Temperate Kashmir Valley and

3 Sub-tropical region of Jammu

There is a sharp rise of altitude from 1,000 feet to 28,250 feet above the sea level within State's four degree of latitude, causing sharp climatic differences in the state. The fierce beauty of the Laddakh Valley is a draw for tourists, despite the inhospitable terrain and cold desert like conditions. The Laddakh region mainly experiences two seasons: winter and summer. The average summer temperature in the southern foothills is about 30° Celsius and the average winter temperature is around 18° Celsius. In the middle latitudes of the Laddakh region, the average summer temperature is around 25° Celsius while the winters are really cold. And on the higher altitude of the Laddakh region, the summer temperature is recorded at around 15° to 18° Celsius while the winters are below freezing point. The climatic condition at region above 4880 m is below freezing point and it is permanently covered with snow. During the winter the snowfall is really heavy while the summers are much more mild and soothing. The more the height the more cooler the temperature gets here. The climatic condition changes very quickly in the Laddakh region due to change in the altitude. The climate here is very unpredictable and dangerous too. The regions of Laddakh situated in the North of the main Himalayan range are unaware of the monsoon season as the average annual rainfall is only a few centimeters as a result the humidity level is very low in these regions. The region experiences one of the coldest temperatures in the world during winter (Raina 1971).

The '**Kashmir Valley**', with its clear lakes, pine forests and heavy snowfall in winters, counts many tourist footfalls in summers. The **climate** varies from tropical in Jammu plains to semi-arctic cold in Laddakh with Kashmir and Jammu mountainous tracts having temperate climatic conditions. The **annual rainfall** also varies from region to region with 92.6 mm in Leh, 650.5 mm in Srinagar and 1,115.9 mm in Jammu (Dutta and Gupta). Within the Kashmir Valley the monthly rainfall as well as the number of rainy days varies from one place to another place. A large part of the State forms part of the Himalayan Mountains. The State is geologically constituted of rocks varying from the oldest period of the earth's history to the youngest present day river and lake deposits.

Seasons of Kashmir Valley and tourist flow variations

The seasons are marked with sudden change and the year is divided into six seasons of two months each. This classification is based on the empirical experience of the people about climatic conditions during different period of the year. The nomenclature is true and appropriate and the year is divided into six seasons with two months duration as in table (1.4) (Lawrence)

The nomenclature reveals that each season of the year is of two months duration and start from the mid of the beginning month and ends in the mid of the finishing month of the year. The seasons '*Wandah*' means cloud climatic conditions, the '*Sheshur*' means ice cold climate, the '*Sonth*' means warm, the '*Gresham*' means very hot climate, the '*Wahrat*' means much precipitation and the '*Hurd*' means the dry and warm season of the year (Raina 1971). The climate found in the zone of the Middle Mountains and the valleys enclosed is of a particular type. Altitude determines the degree of coolness and elevation the form of precipitation and summer temperature. **Spring**, which extends roughly from **March to early May**, is when a million blossoms carpet the ground. The weather during this time can be gloriously pleasant at 23° C or chilly and windy at 6°C. This is the season when Srinagar experiences rains, but the **Showers are brief**. In this season more than 12 % tourists visit Valley. **Summer** extends from **May until the middle July** the whole Valley turns into a mosaic of varying shades of green. Srinagar at this time experiences day temperatures of between 25° C and 35°C. At this time, the whole Valley is a mosaic of varying shades of green - **rice fields, meadows, trees, etc.** and Srinagar with its lakes and waterways is a heaven after the scorching heat of the Indian plains. Summer is pleasant but winter is cold and there is snowfall. Besides in this season lot of tourist flow is found in the Valley. More than **30 % tourists** (116495 in 2004) visit Valley in this season. Maximum tourists coming from all round India because of the hot waves called *loo* blowing in remaining parts of India. Another season is rainy season in Valley of Kashmir in which more than 19 % of tourists visit in the valley according to 2004 data. Although the average remain same in all the years but little fluctuation of 2-4 percent variation not more than that. Annual rainfall of the valley recorded is about 75 cms. It rains in July and August and also in March and April. August is the warmest month.

**Table 1.4 Different Seasons and Variation in Tourist Flow in
Kashmir Valley (2004)**

Season	Duration	Number of Tourists
Spring (Sonth)	March 15 to May 15	47298
Summer (Gresham)	May 15 to July 15	116495
Rainy Season (Wahrat)	July 15 to Sept 15	74311
Autumn (Harud)	Sept 15 to Nov 15	66027
Winter (Wandah)	Nov 15 to Jan 15	55994
Ice Cold (Sheshur)	Jan 15 to March 15	16505

Source - Raza Moonis, Ali Mohammad, A. Ahmad (1978) *The Valley of Kashmir*, The Land

Temperature rises to 85 deg F January is the coldest month Temperature falls down to below zero Longest sunshine hours are in September, October and November (P Koteschwaram) The onset of **autumn**, perhaps Kashmir's loveliest season, is towards September, when green turns to gold and then to russet and red The highest day temperatures in **September are around 23°C** and night temperatures dip to 10 ° C by October and further drop by November, when heavy woollens are essential In this season more than 17 % tourists visit the Valley

Through **November**, to the beginning of **March** is **Winter time as well as Cold Ice Climatic Conditions**, which presents Kashmir in yet another mood as the landscape becomes bare, soon to be covered by the white mantle of the first snow fall Bare, snow-covered landscapes being watched from beside the warmth of a fire is a joy that cannot be described to anyone who has not experienced it Some houseboats and hotels remain open in winter-these are either centrally heated or heated with 'bukharis', a typically Kashmiri stove kept alight with embers of wood, quite effective in the winter In the winter season further the tourist flow declines and reaches to more than 14 % but the winter games enhance the tourist flow in this season from last two to three years and this percentage increases up to 16 %

Winter is cold and has long duration. When the monsoons are strong, rain is caused. In higher mountains round the Valley of Kashmir, winter is very cold and there is snowfall. Summer is very short and milder. From December 24 to March 8 temperature is often below zero. Strong winds blow from south and southeast. It snows during winter and there are thick black clouds in the sky. The weather in the Valley of Kashmir has its own peculiarities. Winter is very cold. It lasts from November to March. During these months strong winds bring snow and rain from the Mediterranean depressions. These come over from Iran and Afghanistan. Spring begins after 15th of March when rain falls heavily. It causes landslides. But for sowing crops this rain is extremely useful. Rainfall in July and August is as high as 70% and with summer temperature, it causes discomfort. The lakes and waterways make the atmosphere damp and oppressive. The entire valley is covered with a haze that hides the surrounding mountains from view. December has 80% humidity, which is the highest, and May has 71%, which is the lowest. In July atmosphere has a pressure of 62.68 cms (S. N. Bhan 1956).

The territory of the State of Jammu and Kashmir lies between four degrees of latitude from 32° 17' to 36° 58' North. Within these 640 Kms there is a sudden rise of altitude from 305 metres to 6910 metres above sea level. The State of Jammu and Kashmir, therefore, lies between the hot plains of the Jammu Province and coldest dry tableland of Laddakh. These territories are, as such, transitional in climate.

Weather conditions are different at different places. There are many causes of difference

1. **Relief** is the main factor. Lofty mountains like the Pirpanjal, the Zaskar and the Karakoram check winds from blowing in thus moisture is stopped from entering the valleys by the Lofty Mountains.
2. **The Monsoon winds** in summer cause rain in the Outer Plains and the Outer Hills. But these winds can cross the Pirpanjal range only when they are very strong. In winter winds from the Mediterranean cause snow and rain in the Valley of Kashmir. Snow falls on the mountains, which enclose the valley.
3. **Forests** influence winds, rainfall and temperature. The moisture-laden winds cause rainfall in the forests on the hills making the temperature to fall in

summer Thus the climate of Pahalgam, Gulmarg is comparatively milder than that of Srinagar and Sopore

4. **Altitude** is also a factor So the climate of the Valley of Kashmir is comparatively milder than that of the outer Plain that lies on a very low altitude The rainfall also varies as the altitude rises

1.5 Perennial Streams, Fountains – Source of Rivers.

Water in the Kashmir Valley is an extraordinary paradox In fact, its water features are the principal components in its scenic beauty Water is most plentiful in the low- lying parts of the Valley The consequence is that the Valley presents the anomalous case of scarcity in the midst of plenty Only due to the snowfall the rivers in Kashmir Valley are perennial Even the Meghalaya receive more rainfall than any other state in India but is considered is the water deficit region Due to the large ice in the form of glaciers in the Kashmir Valley is the main source of water through out the year

The Jhelum and a host of streams that drain the bordering mountain slopes together constitute the drainage network of Kashmir Valley They include the fairly developed systems of the Sind, Rembiara, Lidder and the Pohru rivers as well as tiny rivulets such as the Sandran, Erin and Viji Set within the frame of the disparate geomorphic and geological locates, the Kashmir fluvial systems have distinctive characteristics of its own They have evolved in the course of a chequered history marked by stupendous changes in level, rejuvenating at one time, and at others becoming sluggish, or even choking their channels with their own debris with consequent diversions and the ever threatening process of mutual piracy Admittedly, the hydrographic complexity is of a high order, yet in order to promote understanding, the following drainage basins may be identified

(a) Right bank drainage basins:

- (i) Sandran, (ii) Bring, (iii) Arapat Kol, (iv) Lidder, (v) Arapal (vi) Harwan,
- (vii) Sind ,(viii) Erin ,(vix) Madhumati, (x) Pohru, and
- (xi) Viji- Dakil

(b) Left bank drainage basins

(xii) Vishav, (xiii) Rembiara- Sarara, (xiv) Romushi, (xv) Dudh-ganga-Shaliganga, (xvi) Sukhnag- Firozepura, and (xvii) Ningal

This land is a happy combination of the mighty splendor of mountains, of lovely glades and forests. The river Jhelum meanders its steady course through corn-fields into the heart of the Srinagar city and, onwards, till it rushes headlong through the frowning gorges, and dashing against boulders joins the Arabian Sea through the plains of Punjab. The onlooker will find nature wild and vibrant wherever he may go in the country. The mountains lend unique charm to the land and in this aspect of its natural beauty, Kashmir even excels the much-adored **Switzerland** (Lawrence,) To a traveler hailing from the plains or other parts of India and the world, familiar with the routes leading into Kashmir, the whole sweep of towering ranges opens up before his eyes when he steps up the Pir Panchal whose peaks rise over 15,000 feet on the South-West of the country. The natural surroundings of Kashmir unfold themselves on the journey both through the Banihal and the Jhelum Valley roads. Here he observes a sharp change of scene.

The Jhelum (*Vyeth* in Kashmiri, *Vetesta* in Sanskrit and *Hydaspes* in Greek) is the main waterway of the Valley of Kashmir. It rises from a beautiful spring called Verinag. This spring is situated at the foot of a spur of the Pir Panjal Mountain. The Kashmiri people (especially the Kashmiri *pandits*) worship the river (*Vitasta*), which is identified with goddess *Parvathi* in the Hindu religion. Many legends are associated with the name and origin of Jhelum River in Kashmir Valley. According to the '*Nilamata Purana*', Sage Kashyap drained the Satisar to put an end to the *Jal Dev* (water demon) who was harassing Valley dwellers and killing them. So, the need for water to maintain life was felt. (Lawrence,)

The Jhelum flows to a distance of 25.6 Kms to Khanabal like a nullah. From that place a number of tributaries join the Jhelum and make it navigable from Khanabal to Wullar Lake. Its total length in the Valley is 177 kms. It flows in loops through the Valley till it enters the Wullar, it flows out from its other side to Baramulla and then it enters the boundary of Pakistan. This part is not navigable, as the river makes a very deep bed and acquires a swift flow.

Srinagar town is situated on the either side of the river Jhelum. This enhances the beauty of the town making it a source of attraction for the tourists who stay in houseboats staying permanently in water on the banks of the river.

Tributaries of the river Jhelum

1. The **Vishav** is fed by the *Kaunsarnag* Lake that is about 3 Kms long. It joins the Jhelum below Bijbehara. *Kaunsarnag* is at an elevation of about 4000 metres above sea level in the Panjal Mountains to the south of Kashmir. Ice is present in the lake even in summer. The Vishav irrigates the Kulgam District Tehsil and logs of timber cut in the forests in its upper course are floated down it to be transported to the Valley.
2. The Romushi is another tributary of the Jhelum. It flows from Kharmarg to Pakharapur and flowing towards northeast. It joins the Jhelum at 75° East longitude.
3. The Dudhganga is another tributary of the Jhelum that flows from Ludurmarg and rises in the central Pir Panjal near Tata Kuti Mountain. Two mountain streams, the Sangesafed and the Yachera, form this river. This river flows through Batmalu Swamp near Srinagar.
4. The Sukhang is another important tributary. It rises near Gulmarg and irrigates a large area.
5. The Lidder is one of the largest tributaries of the Jhelum. It flows in a swift narrow stream from Sheeshnag Lake to the east of Pahalgam. The Lidder passes through many villages of which Mattan (Martand) is very famous. The Kolahao and Sheeshnag streamlets join the Lidder at Pahalgam to make it a river.
6. The Ferozpora Nullah is an important waterway in the western mountains of Baramulla-Gulmarg area. It collects water from many mountain streams, small lakes and springs. This mountainous area is mostly full of snow even in summer.
7. The Sind Nullah has its source in the Inner Himalayas at Dras and after it is fed by the Gangabal Lake lying at Harmukh Mountain (5150 meters), it joins

the Jhelum at Shadipur. It is 96 Kms in length. The famous health resorts of Sonamarg and Ganderbal are situated on its banks. Its water is used for irrigation purposes and the '**Sind Valley Hydroelectric Power Project**' uses its water at Ganderbal to produce electric power. It is navigable from Ganderbal downwards.

8. The Flood Spill Channel was constructed in 1904 to relieve the strain on the Jhelum in the city of Srinagar. By taking 2/3rd of the total flow in the river it helps the river Jhelum to regulate its water level while passing through the city of Srinagar. The Jhelum rises during floods and the Channel saves the city from being flooded.

Lakes

For its fresh-water lakes and tarns, Kashmir is known the entire World over. Those lying in the valley against the charming mountain background are the Wular Lake, the Dal Lake and the Manasbal Lake.

1. The Wular Lake in Kashmir is the largest fresh water lake in India. It is about 16 Kms long and 9.6 Kms wide with ill-defined shores. This lake lies between Bandipore and Sopore at a distance of 75 Kms from Srinagar. The Jhelum enters this lake from the southeast and leaves it from the west. Storms rise in the lake everyday in the afternoon. The deepest part of the lake is at Watlab towards the hill called *Baba Sukhuruddin* in the northwest. Many small streams, Harbuji, Aarah, Erin and Pohru join this lake. The Wular is the largest fresh-water lake in India and according to some, perhaps in Asia too. It is 121 miles long and 5 miles broad. It lies to the north-east of the valley with mountains overlooking it.
2. The Dal Lake is a beautiful lake near Srinagar. It is 8 Kms long and 6.4 Kms wide. It is the flood-lung of the Jhelum. The famous Mughal gardens are situated around it. The lake is an ideal place for swimming and sailing in Shikaras and motorboats. Floating gardens are found in this lake where a large variety of vegetables is grown. The Dal lake has two parts, the small Dal and the big Dal, separated by a swampy bund. The road round the lake is called Boulevard. There are two artificial islands in the lake, **Rupalank** and

- Sonalank**, built by Mughal Emperors Nehru Park is the western terminus of the lake. The lake is a spot of great attraction for visitors, who enjoy staying in houseboats in the lake.
3. The Anchar Lake is a swampy area. The Sind Nullah enters this lake from one side and flows out from the other. It is about 8 Kms long and 3 Kms wide. Gandarbal is a famous township on its northwest bank.
 4. The Mansbal Lake is at a distance of 29 Kms from Srinagar and is situated at Safapora (Tehsil Gandarbal). It is 5 Kms long and one Km wide. It is connected with the Jhelum by a canal near Sumbal. Mughal Emperors have built a summer palace on its bank.
 5. The Harwan Lake is situated at a distance of 21 Kms from Srinagar. It is 278 meters long, 137 meters wide and 18 metres deep. This lake is a source of water supply to Srinagar city.
 6. The Hokarsar Lake lies on Baramulla road about 13 Kms from Srinagar. It is about 5 Kms long and 1.5 Kms wide. Willow trees are grown in abundance around its banks.
 7. The Kousarnag or Vishno Pad Lake is situated in the Pir Panjal range at a height of 4000 meters above sea level to the south of Shopian. It is about 5 Kms long and 3 Kms wide and is the source of the river Vishav. It is at a distance of 34 Kms from Shopian.
 8. The Gangabal Lake is situated at a height of 3570.4M on the peak of Harmukh mountain. Hindus consider it a sacred lake.
 9. The Sheshnag Lake is situated near Vavjan, enroute to Shri Amarnath cave. It is at a distance of 28 Kms from Pahalgam.
 10. The Neelang Lake is situated in Tehsil Badgam at a distance of 10 Kms from Nagam. It is a beautiful lake with dense forests around it.
 11. There are two more lakes, Tarsar and Marsar that lie on the northern slope of the Harmukh mountain. Marsar lake is the origin of the Canal Sharab Kohl that provides water to the fountains that play in the Mughal Gardens. Marsar lake flows into the Lidder, which is one of the largest tributaries of the Jhelum.

- 12 **Sokh** and **Dokh** are two frozen lakes situated at Harmukh Mountain. These are said to be two tear drops of Parvati, one a warm tear drop indicating happiness and other a cold one showing grief.

The river systems of the Kashmir Valley have disparate drainage patterns- the fluvial processes being dependent on the quantum of slope and the nature of rock material, which differ from region to region. The drainage of the Great Himalayan slopes is dendritic, though in certain areas it tends to be linear and even irregular. Perhaps the best example of a dendriform is seen in the '**Pohru River System**', which makes a huge '**Banyan tree**' – like canopy with its trunk attached to the Jhelum near Sopore. Another notable feature of the drainage of the northern arm of the Valley is its Antecedence, typical examples of this are seen in the Sind and the Lidder river Valleys. There are at least two localities in which the streams seem to have typical diverging and converging trends. Around 'Kolahoi' one notices the 'radial' nature of the drainage, while the 'bowl of the Wular lake' stresses the 'centripetal' character of the rivers (Lawrence,). Another characteristic of the drainage pattern is that the intertwined nature of the stream channels is most marked in the case of the Dudhganga, Sukhnag and the Ferozepura. The latter river undoubtedly offers an interesting case. Soon after its debouchure from the hills, the Ferozepura Nala splits itself into myriad channels, which bifurcate and reunite to create a maze of drainage channels. Seen from Ferozepura the lower reaches of the river channels look like its headstreams collecting water from over a wide catchment area and uniting into a main stream a little above this Village.

Springs

Kashmir Valley abounds in numerous springs of which Verinag (source of the Jhelum), Martand (Anantnag), Achhabal (Anantnag), Kokernag (Anantnag), Chashma Shahi (famous for its fresh and digestive water, situated near Srinagar on one side of the Boulevard road), Tullamulla or Khirbhawani (a sacred spring), Vicharnag, Sukhnag, Vishnosar and Harmukat Ganga in Srinagar area and Chirnagand Vasaknag in Anantnag are very famous. Kashmir Valley is well known for its charming scenery. There are beautiful springs, lakes, rivers and their tributaries. All these add to its scenic beauty (Ibid).

1.6 Elevation – Hills – Meadows – Mountains.

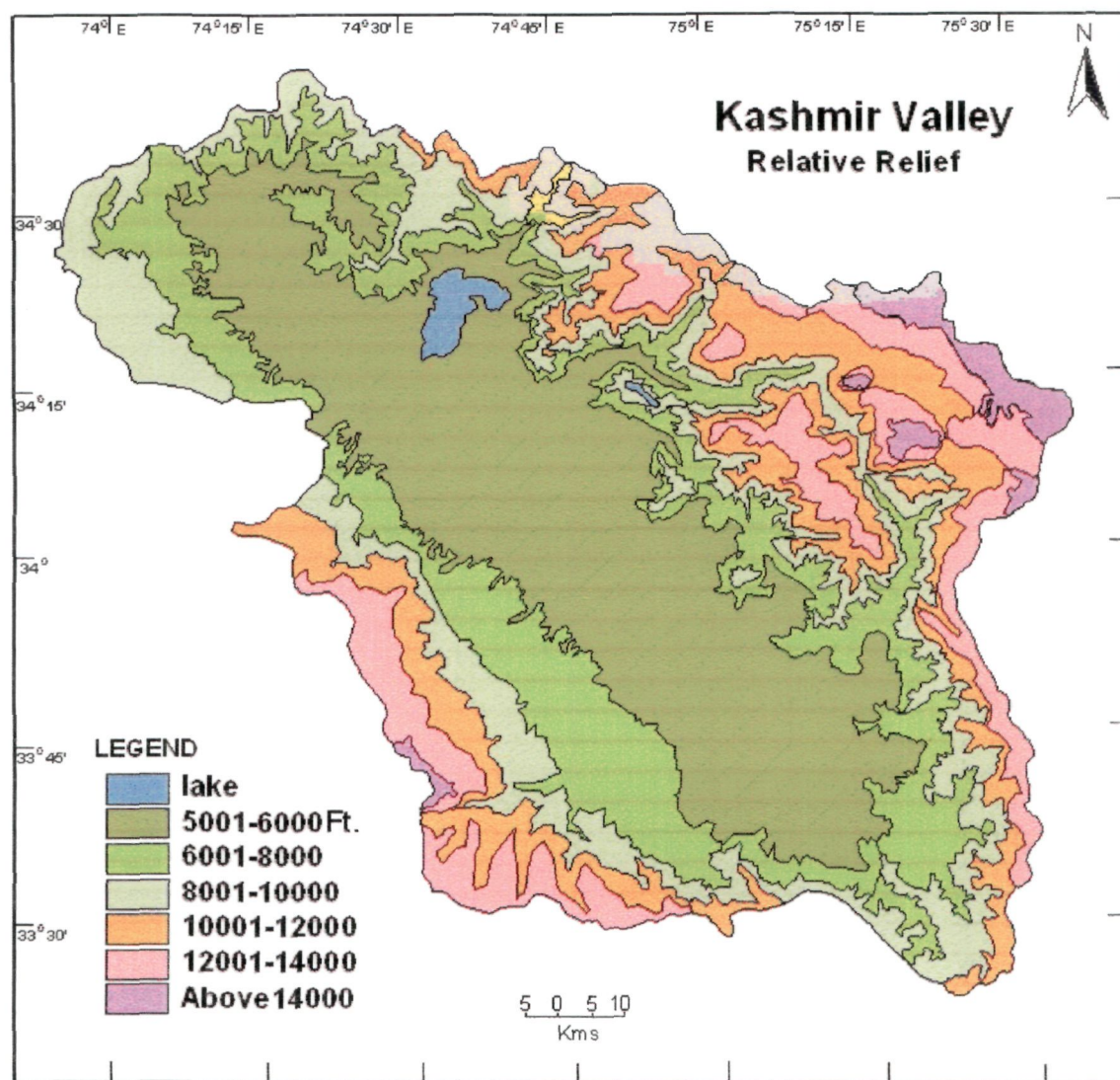
*The earth and the sun are the sources of life and if we
Keep away from them for long life begins to ebb away
Modern industrialized communities have lost touch
with the soil and do not experience that joy which
Nature gives and the rich glow of health, which comes
from contact mother earth - Jawaharlal Nehru in Discovery of India*

The surface features of Kashmir Valley can be properly studied within the frame of the following three divisions. The contrasts in altitude are depicted in Fig 1 6 (a)

- (i) The northern and northeastern slopes and the foothills of the Pir Panjal range,
- (ii) The slopes and foothills of the Great Himalayan and the north Kashmir ranges, and
- (iii) The Valley floor

Features of the Pir Panjal Range: - The northern flank of the Pir Panjal, along with its complex of Karewa- studded foothills are deeply eroded slopes, is a relief feature of great geographic significance. The Pir Panjal is lofty mountain chain with many of its peaks rising above 3, 500 metres and are capped with extensive glaciers which project their tongue down the slopes. The highest of peaks, Tatakuti and Barhma Sakal, rise above 4,500 metres. The Pir Panjal is the main barrier between the plains of India and Kashmir Valley, the passes of this range assume special significance. Of these, the Pir Panjal (3491), Budail Pir (4,261) and the Banihal passes (3,224) have been the most frequented (A. N. Strahler)

Features of Great Himalayan Slopes:- The Great Himalayan range, which encloses the Kashmir Valley on the east – northeast and north- northwest, is a massive topographic barrier, offering stupendous difficulties in cross communication. The northern affluents of the Jhelum, which manage to pierce it, point up the only routes to communication to lands beyond. Laddakh, for example, is reached only by a tortuous route along the Sind Valley and after crossing the Zohi-la at an altitude of 3,526 metres.



Source: - Raza Moonis, Ali Mohammad, A. Ahmad. (1978): *The Valley of Kashmir, The Land*

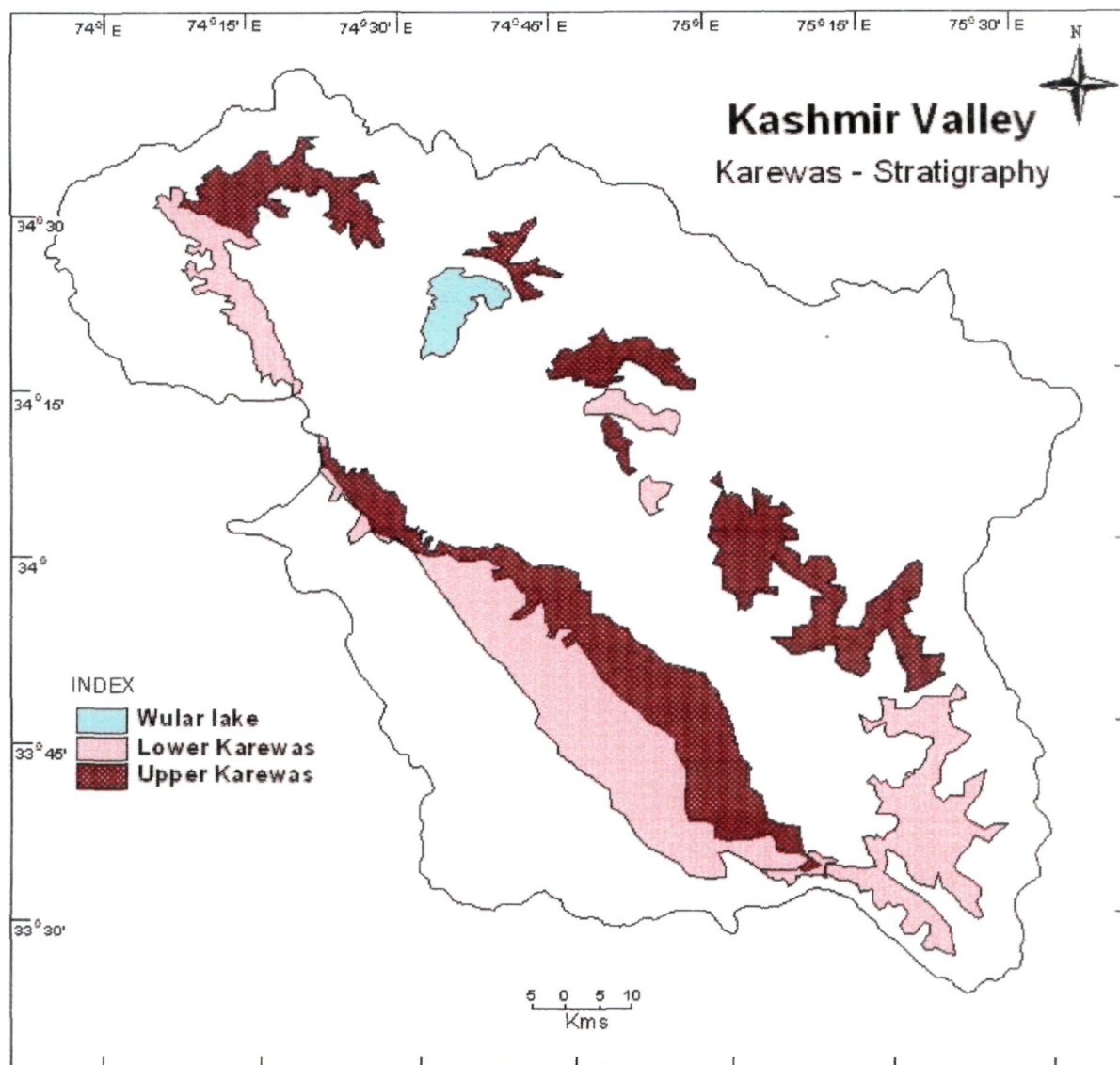
Fig. 1.6 (a)

The ranges, which rises to great heights, has some of its highest peaks in this stretch. Notable among them are Harmukh, 4,876 metres; Shutiyen, 4,371 metres; Kutbal, 4,344 metres; Marinag, 3,599, metres and Rangtop, 3,487 metres. To the northwest of Baramulla the Kazinag ridge of the north Kashmir range describes the western boundary of Kashmir Valley. To the east of Harmukh the range coalesces with the Great Himalayan range near Zoji-la. A striking feature of the Great Himalayan range is the asymmetrical development of slopes on the two flanks in sharp contrast to the gentle slopes on the flanks in sharp contrast to the gentle slope towards laddakh, the descent from Zoji-la to the Kashmir Valley is very steep. The drainage system of the Great Himalayan range is antecedent.

The Valley Floor: - Like all the sedimentary basins the Valley has a queer combination of depositional and erosional features. The low lying areas which are either water logged or subjected to recurrent inundation go on receiving layer after layer by the fine silt and coarse gravel. The numerous affluent of the Jhelum which fall down the slopes of the bordering mountains bring tones of detritus materials to the Valley Floor, building levees and deltaic fans over extensive areas at their confluences. The alluvial flates of the Valley are bordered by the *Karewa* deposits whose denuded tops offer sharp contrast to the aggradational features of the low-lying tracts. The *Karewa* formation covers wide areas on the southern periphery of the Valley along its longitudinal extent (Fig. 1.6 (b)). The *Karewas* has two main types – the sloping *Karewas* (Upper) and the flat-topped *Karewas* (Lower). The former however is the dominant type. Below the 1,828 metres contour, Kashmir Valley has a distinctive homogeneity in level, as evident from the line of the Jhelum, which is a ‘Placid’ stream all along.

Mountains and their Passes – the source of ancient accessibility.

Mountains have a special geographical importance to the State of Jammu and Kashmir. Kashmir Valley is enclosed by high mountain chains on all sides except for certain passes and a narrow gorge at Baramulla. There is Siwalik Hills towards the south and very lofty mountains in the north, the peaks of which always remain covered with snow. There are volcanic mountains too in the State. They have caused havoc in Kashmir in the past.



Source: - Raza Moonis, Ali Mohammad, A. Ahmad. (1978): *The Valley of Kashmir, The Land*

Fig. 1.6(b)

Some of the famous mountains and their passes are:

- 1 **Karakoram (8615.17 M) and Kyunlun Ranges:** Both these mountains lie to the north and north-east of the State and separate it from Russian Turkistan and Tibet. In the northwest, Hindukush range continues towards Karakoram Range, where K2 peak, the second highest peak of the world, is situated. Two lofty peaks of Gashorbram (8570 metres) and Masharbram (7827 metres) also lie there. People of Laddakh pass through Karakoram pass (5352 metres) and Nubra pass (5800 metres) while going to Chinese Turkistan and Khattan.
- 2 **Zaskar Range:** It is about 600 metres above sea level and separates Indus Valley from the valley of Kashmir, it prevents south-west cold winds from reaching Kashmir. Laddakh region terminates at Zojila pass (3529 metres) from where begins the valley of Kashmir. Poat pass (5716 metres) of this range is also a famous pass in this range. (Raza Moonis 1978)
- 3 **Nun Kun Range:** It lies between Laddakh and Kashmir border. It is 7055.1 metres above sea level. To its southeast is situated Kulu and to its northwest is situated Kargil tehsil of Laddakh. One has to pass through Bawalocha pass (4891 metres) to reach Leh (Laddakh) from Kulu. In 1947, when Kargil was attacked by Pakistan, Indian forces, arms and ammunition were sent to Laddakh by the Indian Union through this pass.
- 4 **Nanga Parbat Range:** This range spreads in Gilgit. Its height is 8107.68 metres above sea level and is utterly devoid of vegetation. It was conquered by the Italian mountaineers in 1954.
- 5 **Harmukh Mountain:** This is a range of the Himalayas and is situated at the height of 5141.3 metres above sea level towards Bandipore between the rivers Jhelum and Kishan Ganga valley.
- 6 **Burzil Mountain:** It bifurcates Kashmir and Laddakh on which Burzil pass is situated at a height of 3200 metres above sea level.
- 7 **Amarnath Mountain:** This is famous for its holy Amarnath Cave, at a height of 5372 metres above sea level, which thousands of pilgrims visit every year on Rakshabandan. They have to pass Mahagunas pass (1475 metres) on their way to Shri Amarnathji. Gwasharan (5450 metres) is situated in the Lidder

valley towards Pahalgam; on it lies the famous glacier Kolahio. Sheeshnag Mountain also spreads in this valley.

8. **Toshmaidan:** Toshmaidan (4270 metres) and Kajinag (3700 metres) mountains lie in the Inner Himalayas. They remain clad with snow throughout the year, but during summer when the snow melts, the water flows down into the Jhelum river.
9. **Afarwat:** This Mountain spreads through the Gulmarg valley. The famous spring Alpathar lies on its peak, from which Nullah Nagal comes out and flows down into the Wullar Lake.
10. **Pir-Panjal Range:** It separates Kashmir Valley from the outer Himalayas and is about 2621 Kms. in length and 50 Kms. in breadth. Famous Banihal pass (2832 metres) lies in the shape of a tunnel on its peak; it remains covered with snow during winter. Now at a height of 2200 metres above sea level a new tunnel '**Jawahar Tunnel**' has been constructed. The tunnel is 2825 metres long and it was opened for traffic on 22nd Dec. 1956. On the other end of this range lie Baramula pass (1582 metres) and Hajipir pass (2750 metres). Hajipir joins Poonch and Uri. During 1965 Indo-Pak war, the Indian army had occupied this pass. Later on it was handed over to Pakistan.
11. **Siwalik Range:** These hills extend from the north of the outer plains to middle mountains of the State reaching heights varying from 600 metres to 1500 metres above sea level.
12. **Volcanic mountains:** One volcanic peak, 'Soyamji' (1860 metres) is situated in North Machhipura (Handwara) and the other '*Kharewa*' peak lies in Tehsil Pehalgam, which is dead so far; the former, however, continued eruption of lava for about 13 months during 1934. There is a temple on this peak and many sulphur springs are found at the foot of the hill. These volcanic mountains are the cause of earthquakes in Kashmir. So far twelve devastating earthquakes have occurred in Kashmir. Of these the earthquake of 1885 was the most devastating. Hundreds of houses collapsed, thousands of people died and there were cracks in the earth as a result of this earthquake.

Meadows

An abundant supply of sunshine and moisture are the only necessary condition required for the growth of grasses in these high land meadows, called *margs*. These pastures cover extensive areas on the periphery of glaciers on tracts having glacier moraines and other deposits providing the soil base for the rapid generation of grasses under optimal climatic conditions. The grasslands occupy about one-tenth of the total tehsil area in the Valley. These meadows and pastures are occupied by the Gujjar and Bakarwals of the Valley of Kashmir.

1.7 Biodiversity- Classified Forests – Conifers to Deciduous.

Jammu & Kashmir possesses vast forests stretching from the lower valleys high up into mountain passes right to the edge of massive glaciers. Forests in Jammu & Kashmir vary according to both altitude and climatic conditions. They range from the tropical deciduous forests in the foothills of Muzafarabad and Jammu, to temperate forests in the middle altitudes of the Kashmir Valley. Higher up, in Gilgit, Baltistan, Ladakh, and the higher areas of the Kashmir Valley coniferous, sub-alpine, and alpine forests spring up. These eventually give way to alpine grasslands and high altitude meadows just below the towering mountains and glaciers (G S Puri 1960).

They are followed by scrublands, which lead up to the permanent snowline. Jammu & Kashmir's forests include a wide variety of species including maple (the famous '**chinar**' tree of the Kashmir valley), evergreens, rose chestnut, alder, pine, laurel, sal, oak, magnolia, cedar, birch, hazel, spruce, juniper, rhododendron (G S Puri 1960). These forests provide a perfect habitat for the wildlife of Jammu & Kashmir and are a vital component of Jammu & Kashmir's Eco-system.

The character of natural vegetation in a region is the outcome of the environmental complex, which exercises its influence, among other things, through soil and climate, particularly moisture supply. A critical role is also played by structure, relief, altitude and other aspects. The Kashmir Valley presents a highly varied picture in respect of physical configuration, altitude, soil and climatic variables, such as temperature, moisture, intensity and duration of sunshine and atmospheric humidity.

All these exercise a definite influence on the form, size and type of characteristic vegetation found in varied assemblages and association pattern in different parts of the Valley both horizontally and vertically. Thus two different aspects at the same altitude may have entirely different, even contrasted, plant communities subject to their exposure to the sun and moisture- bearing winds.

Due to the factors affecting the natural vegetation, the Kashmir Valley has varied natural vegetation. It is luxuriant and well developed or stunted in tracts when edaphic and climatic factors thwart its growth. The primordial vegetation has however, been substantially modified by climatic change and millennia of human interference, as evident from intensive exploitation, clearance of forest cover for agriculture and indiscriminate felling and overgrazing.

The vegetation of Kashmir Valley may be systematically studied in broad typological divisions of (Fig. 1.7)

- (i) Forests, and
- (ii) Grasslands

But there are many other types belonging to the intermediary varieties which appear as undergrowth in the forests or extensively cover the hill slopes, uncultivated tracts along the riverbanks, lakes and even lagoons.

Forests are one of the most important resources of Kashmir Valley. Spread over 2,236 sq. kms. of the demarcated area forests accounts for 20% of the total geographical area of the state on this side of the Line of Control. More than 99% of forest area is confined to the province of Jammu & Kashmir only, with largest area of 5848 sq. kms. in district of Doda and smallest are of 481 sq. kms. in the district of Budgam. Over 19,236 sq. kms. is under coniferous softwood (**Pine**) and 946 sq. kms. under non-coniferous softwood. In the coniferous category, Fir accounts for 3355 sq. kms., Kail for 1874 sq. kms., Chir for 1773 sq. kms. and Deodar for 1122 sq. kms. Forests require abundance of moisture in the soil. So they are found in the areas where there is sufficient rainfall or along the banks of the rivers where sufficient water is available. In the Kashmir Valley forests are mainly found where annual rainfall is about 100 cms. However, scrub forests are found, where rainfall is even less than 100 cms.

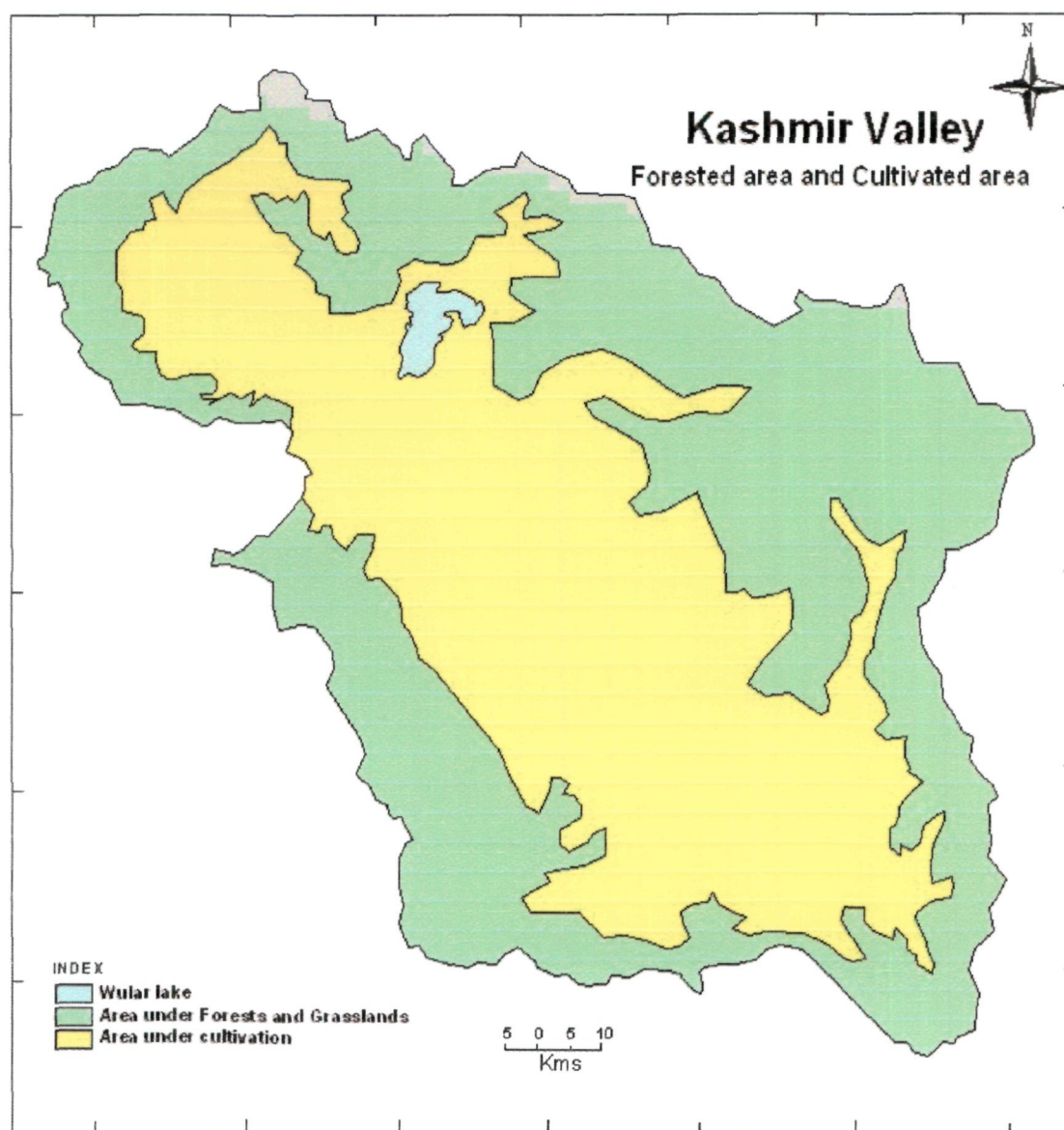
The Valley of Kashmir has deciduous vegetation. The Chinara, Poplar, Deodar, Fir, Pine, Kail, Partal, Mulberry, Walnut and other fruit trees grow throughout the valley. Baramulla and Anantnag districts have respectively 71% and 60% of their areas under forests.

Grasslands

Climatic and adaphic conditions, particularly in the surrounding highlands, favour the growth of a variety of temperate and alpine species of grasses. These pastures are of immense economic significance to the Gujjar and Bakkarwals whose transhumance, pastoral economy is based on them. However, they play a far more important role in thwarting run-off and soil erosion from the steep slopes with a thin soil cover. An abundant supply of sunshine and moisture are the only necessary conditions required for the growth of grasses in these highland meadows, called *Margs*. These pastures cover extensive areas on the periphery of glaciers on tracts having glacial moraines and other deposits providing the soil base for the rapid regeneration of grasses under optimal climatic conditions. The grasslands of the Kashmir Valley are a temperate variation of the *mesophiclonas* group. They are recognized as bio-edaphic communities. Puri has noted the growth of a variety of species of grasses mixed with other forms of vegetation in two main types of alpine meadows, glacial moraines and other types of soils in situ or transported by snow melt (Raza Moonis 1978). The grasslands occupy about one-tenth of the total area of the Valley. The main pastures have been depicted in fig 1.6. They are subjected to intensive grazing by *Gujjar* pastoral groups who cross the Pir Panjal range with their herds of goats and sheep during summer. The *Gujjar* transhumant economy, like that of *Kirghiz* in the Tien Shan, is an interesting phenomenon of great social significance.

There are three main sets of factors, which seem to explain this altitudinal zoning of vegetation,

- (i) Locational factors, such as terrain, slope and soils,
- (ii) Altitude, and
- (iii) Other aspects



Source: - Raza Moonis, Ali Mohammad, A. Ahmad. (1978): *The Valley of Kashmir*, The Land

Fig. 1.7

Although altitude and aspects play an important role in determining the availability of heat, moisture and humidity, structure and soils exercise a far greater influence than altitude of climate.

The following belts may be identified as a generalized expression of the altitudinal zoning of vegetation.

- (i) A low altitude **temperate forest** occur in the Kashmir basin between 1,525 metres (5,000 ft.) and 2,286 metres (7,500 ft) consisting of mixed vegetation of broad -leaved varieties such as popular (*Populus citiata*, *P. nigra*) , walnuts (*Jaglans regia*) and elms (*Ulmus Wallichiana*) and conifers mainly blue pine and deodar. (Spate)
- (ii) Above 2,135 metres, the broad-leaved varieties are outnumbered by conifers. This is the zone of the **coniferous forest** par excellence. The elm is, however, known to occupy up to an elevation of 2,725 meters. The chief coniferous varieties, which occur between 2,100 and 3,200 metres, include blue pine, fir (*Abbies pindrow*) and low -level silver fir (*Abbies webbiana*). The blue pine is often associated with *Picea smithiana* and *Taxus baccata*. The broad- leaved varieties, which occur in the coniferous forest zone, include *Prumus cornuta*, *Aesculus indic*, *Acer caesium*, *Juglans regia* and *Rosa macrophylla*.
- (iii) The next zone consists of the **alpine forest** usually above 3,200 metres initially, at the altitude of 3,200- 3600 metres occurs the white birch (*Betula utilis*), the most common species. Above it, between 3,660 and 4,110 metres, the commonest tree is the stunted juniper (*Juniperus communis*; *J. squamata*) (Raza Moonis 1978).
- (iv) The **alpine forests** are often associated with alpine meadows in which temperate species such as *Poa*, *Glyceria* and *Festuca* are predominant.

Kashmir abounds in rich flora. The Valley, which has been described as the 'Paradise' on Earth, is full of many hues of wood and game. The most magnificent of the Kashmir trees is the Chinar found throughout the valley. It grows to giant size and girth. The trees present itself in various enchanting colours through the cycle of the seasons among which its autumnal look is breath-taking. Mountain ranges in the

Valley have dense deodar, pine and fir Walnut, willow, almond and cedar also add to the rich flora of Kashmir At the higher altitudes there are birch, rhododendron, Berbers and a large number of herbal plants (M K Muthoo 1965) The dense forests of Kashmir Valley area delight to sport- lovers and adventurers for whom there are Ibex, Snow Leopard, Musk Deer, Wolf, Red bear and Leopard The winged game includes Ducks, Goose, Partridge, Chakor, Wagtails, Water pigeons, and Doves In Laddakh region alone 240 species of local and migratory birds have been identified including black- necked crane

Undoubtedly the most important of the trees found in Kashmir is the Chinar which is grown throughout the length and breadth of the valley Whether you visit the gardens of Shalimar or Naseem, Nagin or Nishat, or the parks of Bijbehara or Verinag, Char Chinar or Poshwari or anywhere in the Kashmir Valley - it is certain that you will find a magnificent, graceful and majestic Chinar called *Booune* in the local language The size of this tree is gigantic and indeed mind-blowing It is an enthralling sight to view the Chinar changing its colors differently corresponding to the changing season (Raza Moonis 1978)

During the autumn, the appearance of the tree becomes very spectacular Mountainous region in the state are covered with dense deodar, fir and pine Almond, walnut, willow and cedar are some of the trees which are the part of the rich flora of Kashmir Cradled in the lap of the Himalayas the state of Jammu and Kashmir is particularly rich in flora Due to the wide variations in topography, the region has a large variety of species There is no wonder that its flora ranges from the thorn bush type of the arid plains to the temperate and alpine flora of the higher altitudes Prominent among the trees are maple, horse chestnuts, and silver fir (M K Muthoo 1965)

The following are the salient features of the flora in Kashmir Valley -

- (i) Absence of oaks as a climax species and of laurels and low level rhododendrons,
- (ii) A preponderance of fir, and
- (iii) Negligible occurrence of spruce

Chinar Called *Booune* in the Kashmiri language, the Chinar tree is an integral part of Kashmiri culture. Almost every village in the Valley has a Chinar tree. Cool breeze can feel by people under the shadow of this majestic tree, which is very conducive to health. It is unfortunate that in recent years the number of Chinar trees is decreasing. It is no wonder that if the present trend continues, the day is not far-off when the tree will see its extinction from the land of Kashmir. However, it is heartening to note the government is making its honest best to stop the illegal felling of this great tree of Kashmir. Its scientific name is *Platanus orientalis*. Its family is *Platanaceae*. A deciduous tree, Chinar traces its origin to Greece. Its incredible beauty has to be seen to be believed. The tree is at its most elegance and exuberance during autumn. Though its majesty can be seen all through the year. **Dr. Iqbal**, the poet of the East, traces the warmth of the Kashmir soil to the “**blaze of Chinars it nurses in its bosom**”.

Chinar grows up to a height of 25 meters and a girth exceeding 50 feet in certain cases. This tree with the largest circumference of 60 feet is located at a village named *Chattergam* in central Kashmir. The most magnificent tree of Kashmir and one of the most splendid in the world is the Chinar. Sir Walter Lawrence states “he once measured one, which was sixty feet in girth. It is a beautiful tree, majestic, and giver of perfect shade from the sun and of protection from the rain. In the autumn, its reddening leaves are one of the sights, which the visitors to Kashmir can never forget. Its Timber is used for making oil-presses, boxes of all kinds and furniture. The Moghuls, it is said, introduced the Chinar, and the poplar, into Kashmir. The Chinar is splendid monument to them”. These days’ conscious efforts are being made to undertake plantation of this tree to other states. The tree has been successfully planted in New Delhi, Chandigarh, Dehradun and Meerut. But the size and girth attained in these places are no parallel to those of the tree in Kashmir valley. The scientific name of **Pine** tree is genus *Pinus*. The tree is generally sun-loving and relatively shade-intolerant. Kashmir abounds with the pine trees. This evergreen conifer tree has dense branches and produces long dark needles. The pine tree is grown in both urban and rural areas. It also does well in a variety of soils and is very hardy. In a young tree, the spreading branches form a pyramidal structure. During the mature phase, the tree achieves a picturesque flat topped outline.



Table 1.7: Common tree species of Kashmir Valley

English name	Kashmiri name	Botanical name	Characteristics
Deodar	<i>Deodar</i>	<i>Cedrus deodara</i>	Evergreen
Himalayan Blue Pine	<i>Kairu(Kail)</i>	<i>Pinus excelsa</i>	Conical
Himalayan Silver Fir	<i>Budal</i>	<i>Abies webbiana</i>	Cool Shade in Summer
Yew	<i>Posthal</i>	<i>Taxus baccata</i>	Medicinal Use
Elm	<i>Brenn</i>	<i>Ulmus wallichiana</i>	Rare Species
Walnut	<i>Dun</i>	<i>Jaglans regia</i>	Anti Pest
Italian poplar	<i>Phrast</i>	<i>Populus nigra</i>	Cool Shade
White poplar	<i>Dudh phrast</i>	<i>Populus alba</i>	Cool Shade
Maple	<i>Kanar</i>	<i>Acer spp.</i>	Commercial Use
Willow	<i>Vir</i>	<i>Salix tetrasperma</i>	Feminine Touch
White birch	<i>Burza</i>	<i>Betula utilis</i>	Rare Species
Plane	<i>Boin(chinar)</i>	<i>Platanus orientalis</i>	Shed Leaves

Source - Raza Moonis, Ali Mohammad, A. Ahmad. (1978): *The Valley of Kashmir, The Land*

Pine trees are very popular. In recent years, this class of trees has become very popular with those who plant for ornament. The soft dark green needles are 6-10 inches long. These are arranged in bundles of three. Cones are 3 to 5 inches long. This evergreen conifer tree thrives in full sun and poor soil, and it is one of the tallest and most important timber pines in Kashmir (Lawrence). Although the almond tree is native to the Mediterranean region, this beautiful tree has adapted to the climate of Kashmir. Big and shady, these trees grow up to a height of 15m and have large oval leaves tinged with red and fleshy fruits. These fruits turn bright red from green during the mature phase. The fruits of the almond tree are very aromatic and sweet. Almonds are considered the healthiest nuts to eat because they have the highest protein content of any nut. Almonds are also a rich source of calcium and many minerals, such as potassium and phosphorous. Almonds help in lowering cholesterol levels and contain oleic acid, which helps maintain a healthy heart. The Almond tree has been referred to by **Spenser** in the *Fairy Queen*.

*'Like to an Almond tree mounted hye,
On top of greene Selinis all alone,
With blossoms brave bedecked daintly,
Whose tender locks do tremble every one
At every little breath that under Heaven is blown' (Lawrence)*

There are two types of almond tree: bitter and sweet. Almonds grown in Kashmir tend to be slightly bitter but the sweet ones are imported into India from Afghanistan in great quantities. The almond in Kashmir is synonymous with romance. In Kashmir, ancient Indian literature depicts heroines as someone having dark almond-shaped eyes which symbolize beauty and appeal. The heart suit in a pack of playing cards is often called *badam* or almond in many Indian languages. The Mughals were great patrons of art and lovers of cuisines. As a matter of fact, the almond was introduced into Indian cookery by the Mughals.

The walnut belongs to the small order of trees and shrubs known as *Juglandaceae*. Walnut trees are very large, ranging from 50 to 75 feet in height and width. Kashmir revels in reputation in that it is the only region in India where the walnut tree grows. The natural sheen, color and grains are indeed exceptional and unique. The carving and fret-work done on this wood is of a delight. Generally two types of walnut trees are found in Jammu and Kashmir: one that bears fruit and is noted for its wood, and another which is not fruit-bearing. The latter is known as

'zangul' in local parlance and is less strong and possesses no grains. The silver fir has durable wood, free from knots and consequently easy to work. This tree grows to great size, reaching in some cases to one hundred and fifty feet in length and sixteen feet in girth. The elm is a fine tree and is used for ploughs and buildings. The young shoots are fed to the buffaloes. Belladonna grows well among the firs, and its roots and leaves, which are used in pharmaceutical processes, yield about 500 *maunds* a year, the price being between Rs 150 and Rs 200 a *maund*. The Drug Research Laboratory makes considerable use of Bella Donna. The scattered wild growth of this plant is being framed out on a larger scale at Tangmarg with considerable success. The walnut wood is almost black, and the grain here is much more pronounced than the wood of the trunk, which is lighter in color. Black in color, the walnut wood is used for making furniture and carvings. The branches have the lightest color, being almost blonde, and have no noticeable grain. The inherent worth of the wood from each part of the tree differs. The root part is the most expensive and the branches having the lowest price. There are only two or three places in the whole world where **saffron** grows. Kashmir has the proud privilege of being one of these places. There are two locations in Kashmir where saffron grows. One of these two places is Pampur. Pampur is a small town, which is 13 km from Srinagar. The saffron plant is very small and its flower is the only part, which is seen above the ground. The blooming time of this flower is autumn. Saffron has a unique sweet smell and is used in dyeing and cooking.

The botanical name of Saffron is *Crocus sativus*. The purple colored flowers appear just above the ground and are a beautiful sight. The orange stigmas of the saffron plant are harvested as saffron and used as a flavoring and coloring agent in various recipes. Saffron is added to *Kahwa* - the traditional Saffron Tea drunk by people in Kashmir. The orange-red stigmas of the saffron plant produce a pleasant aroma and a warm golden orange color. The yellow stamens are also harvested; however they do not have the same aromatic and color properties of the stigmas. Pure saffron consists of only the orange-red stigmas of the saffron plant. Saffron is also believed to have many medicinal properties. Called *Kesar* in the rest of India, saffron is used as a flavoring agent in many food preparations, from rice dishes, such as *biryani*, to various sweets

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Chapter 2

History of Tourism in Kashmir Valley

History of Tourism in the Kashmir Valley

Man from the very early times learnt to survive by keeping constantly on move from one pasture to another exhausting each in turn. Perhaps, traces of nomadic urge exist in all of us. But the first travelers were traders and tourism as a pleasurable activity began with the Flamboyant Roman (Bridges, 1959). History of tourism in Kashmir Valley, its growth and development is closely associated with all our ancient civilization. Travellers from far and wide have visited the 'Kashmir Valley' for centuries past. It has been the main route of cultural and commercial intercourse between India and rest of the eastern World including Middle East and central Asia. From 15th century onwards several western writers have come to the state and have produced valuable works on Kashmir. The quantification of Kashmir as a tourist spot in the world has been acknowledged everywhere.

In this chapter, an attempt has been made to study the tourist movements if any, in Kashmir in four phases i.e. In Ancient, Medieval, British and Post Independence Period. This chapter is based on the secondary source of data.

2.1 Ancient Period (3 B.C. - 1650 A.D.)

Inspite of Geographical isolation, political issues, Insurgency, insecurity and remoteness from other parts of India. Kashmir Valley has experienced an influx of invaders, traders and king rule due to its strategic location. Although close to the Silk route, **seven passes** connect the Valley of Kashmir to the other Northern countries. According to the oldest extant book on Kashmir, "*Nilmat Puran*", in the Satisar lived a demon called *Jalod Bowa*, who tortured and devoured the people, who lived near mountain slopes. Hearing the suffering of the people, a great saint of our country, Kashyap by name, came to the rescue of the people here. After performing penance for a long time, the saint was blessed, and he was able to cut the mountain near Varahmulla, which blocked the water of the lake from flowing into the plains below. The lake was drained, the land appeared, and the demon was killed. The saint encouraged people from India to settle in the Valley. The people named the Valley as Kashyap-Mar and Kashyap-Pura. The name Kashmir also implies land desiccated

from water: “*ka*” (the water) and “*shimeera*” (to desiccate). The place came to be known as Kashmir. A land of turbulent past and present, the missionaries of Emperor Ashoka introduced the Buddhism in the region. The religion flourished under the rule of Kushan in 2nd Century. However, Hinduism continued to be the dominant religion of the region for many centuries. In the 7th Century, Durlabhavarrrdhana founded the *Karkota* dynasty, which was replaced by Utpalas in 855 AD, which were succeeded by the Tantrins, Yaskaras, Guptas and Loharas ruled respectively. The ancient Greeks called it “*Kasperia*” and the Chinese pilgrim Hien-Tsang who visited the valley around 631 A. D. called it “Ka Shi-Mi-Lo”. In modern times the people of Kashmir have shortened it into “*Kasheer*” in their tongue. ([www.kashmir-tourism history](http://www.kashmir-tourism-history)). Kashmir region experiences the tourist inflow on the large scale from the period of Asoka’s reign.

(i) Hindu Period (600 A.D. – 1300 A.D.)

The great Mauryan emperor Ashoka is recorded to have ruled Kashmir, and Kalhan rightly mentions that the king was a follower of Buddhism. Ashoka founded the old city of Srinagar called now as “*Pandrethan*”, (*Puranadhisthan*) and also build many vihars and temples and repaired the old shrine. At *Vijeshwari* (modern Bijbehra), he built a Shiva Temple, thus winning the heart of the local population, who were mostly worshippers of Lord Shiva. It was *Majjhantika*, a celebrated Buddhist missionary who was deputed to Kashmir and *Urvasa* to preach the faith of Buddha in those territories. **Hien-Tsang** mentions the arrival of **500 monks** to Kashmir, and Ashoka making a gift of the Valley to Sangha. (Giri Lal Jain)

Many Buddhist scholars, missionaries, and intellectuals permanently settled in the valley. Naturally, in course of time, many people embraced Buddhism here. According to local tradition, like Lord Shri Krishna, Lord Buddha is also supposed to have visited Kashmir. Writes Sir Charles Elliot in a book called ‘*Hinduism and Buddhism*’: “For some two centuries after Gautam’s death, we have little information as to the geographical extension of his doctrine, but some of the Sanskrit versions of the “*Vinaya*”, represent him visiting Mathura, north-west India and Kashmir”. After the death of Ashoka, his son Jaluka ascended the throne of Kashmir, and the latter was succeeded by his son King Damodar II. Jaluka was a great king who cleared the

Valley of oppressing '*Malechas*', (foreign unclean tribes). King Damodar lives in our memory even at present, for the Srinagar Air-port is located at Damodar -I Karewa, where the king is supposed to have lived in a big palace.

The scholars also, accept the theory that the Valley for over two hundred years was ruled by Indo-Greek Kings before the start of "*Turushka*" (Kushan) rule in the state. The contact with the Greeks is responsible for the beautiful architectural and sculptural style of old Kashmir temples, and the coinage of later Kashmir Kings has also been influenced by this contact. Kalhan's account of Turushka Kings indicates without any doubt the Kushan occupation of the Valley. The three kings mentioned by him are Huska, Juska, and Kanishka, each of them is credited with the foundation of a town, christened after their respective names: Hushkapura, Jushkapura and Kanishkapura. The Kushan Kings also built many temples and Vihars. (Giri Lal Jain)

According to many scholars, Kanishka held the third great council of the Buddhist church at "Kundalvan", (Harwan, near Shalimar garden) Hien Tsang has given the proceedings of this council. **Nearly 500 Buddhist and Hindu scholars attended this conference**, and a learned Kashmir Brahmin Vasumitra presided over its session. Some of the great Buddhist scholars, who took active part in this council, were Ashvagoshya, Nagarjuna, Vasubandhu Sugamitra and Jinamitra. Hien-Tsang praises the intellectual caliber of the Kashmir scholars, and considered them as incomparable. The entire proceedings of the conference were inscribed on copper plates in Sanskrit, enclosed in stone boxes, deposited in a Vihar. Like famous Gilgit manuscripts, it is possible that these copper plates may be unearthed in near future, and we would learn much about the rich cultural history of the Valley.

As a result of this conference, large number of Kashmiri intellectuals took to missionary work and hundreds of the wisest sons of the Valley carried the torch of Indian Civilization and culture to many parts of central Asia, China, Tibet and other places. Dr. P. C. Bagchi, a noted Indologist and scholar of repute, writes in his excellent book '*India and China*': Kashmir takes the leading part in the transmission of Buddhist thought and traditions directly to Tibet, and China. Kashmir was the most flourishing centre of Buddhist learning in this period. It was the centre of most powerful Buddhist sect of Northern India known as '*Sarvastivada*'. A few of the most important Kashmir Missionaries were Kumarjiva, Yasa, Vima Laksha, Sanghbuti, Gautam Sangha, Buddviyasa, Buddhijiva, Gunavarman, Dharamputra and Shyama

Bhata. *Kartota* Dynasty came in 8th century and *Meghvahan* was a great ruler. His chief queen **Amrit Prabha built 'Amrit Bhawan' Vihar for foreign pilgrims and students** who came to Kashmir in large numbers for learning. It was during the time of first king of *Karkota* dynasty, *Durlabvardhan* that the great Chinese pilgrim, Hien-Tsang visited Kashmir and entered the valley via Varahmulla where he found a huge stone gate. The entry of all outsiders, except the Hindus, was banned in the state then. Hien-Tsang was given a right royal reception by the people including the king. He stayed in Kashmir for nearly two years, studied Sanskrit and Hindu scriptures at the feet of learned men here.

Alberuni, who accompanied Mahmud Gaznavi in his Indian Campaigns, specifically mentions in his book (*Tahqiq-i-Hind*) that Kashmir is observed second of Chaitra, as the day of victory. Lalitaditya was equally a great builder and he built his capital near the sacred shrine of *Khir-Bhawani*, and gave it the name of *Parihaspur* (city of pleasure). Throughout the valley, he built very fine and massive temples, out of which the world famous sun temple (Martand) built on Mattan Karewa, reminds us about the grandeur and splendour of the times when their builder ruled the state. The extensive ruins of his capital city Parihaspur, speak of his activities in the field of art and architecture

After 856 new *Utpal* dynasty came in power in Kashmir. The most important ruler of this dynasty was *Maharaja Avanti-verman*. His reign witnessed a period of peace and consolidation and prosperity. It was during this time, that the valley rose to great heights in the realm of philosophy, art and letters. There was an outburst of literary activity on a grand scale, and eminent men Kallata Bhat sura, Ratnakar, Anandavardhana, Muktakana, Siva-Swamin, Rudrata and Mukula. Kalhan's mention of numerous temples built and towns founded by the King, and his ministers throws plenty of light on the prosperous condition of the period. The most important foundation of the King was his capital **city of Avantipur**, which he embellished with two temples: one dedicated to Shiva and other to Vishnu. Both of them are in ruins now, but even then, they stand as the most imposing monuments of ancient Kashmir.

The reign of this King would not be complete without the mention of 'Suya' one of the greatest engineers Kashmir produced in ancient times. For centuries the people of the Valley had been suffering from the recurring curse of famines and floods. Suyas correctly assessed that these frequent calamities occurred due to heavy

rains and excessive water of Vitasta River, which could not easily get out with swiftness, through a gorge near Varahmulla, as the compressed passage there had got blocked with silt and huge boulders. The people removed both the silt and stones when the great engineer threw plenty of gold and silver coins into the river at many places. Thousands of starving people immediately jumped into the flooded Vitasta and in order to find the coins cleared the bed of the rocks and boulders, which had choked up the passage. Suyya, then raised stone embankments, and adopted other protective measures. Many canals were dug out to increase the irrigational facilities. The result of all these measures was, that a great increase of land became available for cultivation. The production of paddy increased and the price of one *Khirwar* (nearly two mounds) came down to 36 *Dinars* from 200 *Dinars*. Suyya's memory is still preserved to this day, by the town *Sayapur* (Sopore) founded by him at the point where river Vitasta, since his regulation leaves the basin of Mahapadomsar (Wouler lake). Avantivarman died in a temple on the Dal Lake, when a fatal disease caught him. In the time of King Yasakara (939-48) a '*Math*' (hospice) was built for the students of India, who came to Kashmir for study and meditation. It clearly reveals intimate cultural contact between the Valley, and plains of India in the 10th century. In 950, Khemgupta ascended the throne of Kashmir, a man of mediocre ability who married princess Didda, daughter of the ruler of *Lohara (Poonch)* and granddaughter of the Shahi king of Kabul. After the eclipse of *Utpala* dynasty, *Lohara* dynasty ruled Kashmir till the end of the Hindu rule in Kashmir (1339). Queen Didda was the defacto ruler of the state, as she was very dominating and exercised immense influence over her husband. She built many temples and monasteries and one of these was reserved for people of Madyadesha and Lata (U. P., Bihar and Central India).

From 1089 to 1101 A. D., King Harsha ruled Kashmir. Versed in many languages, a good poet, lover of music and art, he started his rule in a remarkable way, and became famous in northern India. His court was a centre of luxury and splendour. He introduced **new fashions in dress and ornaments**.

The last great ruler of Hindu times was Jaisimha's (1128-55) were critical, because of the preceding civil wars and political unrest. Still the new ruler was able to maintain his firm rule for 27 years in comparative safety. The King repaired and restored many temples and shrines, and numerous other pious foundations were also made during his reign. The people after a long time heaved a sigh of relief. From 1155

- 1339, the Kashmir rulers remained busy only in intrigues, debauchery, and mutual quarrels. These incessant feuds, civil wars, risings and upheavals greatly weakened Hindu domination of Kashmir. The valley soon fell a prey to Mongol and Turkish raiders, free booters and foreign adventurers. Quite naturally, the boundaries of the Kingdom got shrunk, and were reduced to the proper Valley only. The Kabul Valley Proutonsa (Poonch), Pajapuri (Rajauri) Kangra, Jammu, Kisthwar and Ladhak, one after the other threw-off their allegiance to the rulers of Kashmir.

In the beginning of 14th century a ferocious Mongol, Dulucha invaded the Valley through its northern side Zojila Pass, with an army of 60,000 men. Like Taimur in the Punjab and Delhi, Dulucha carried sword and fire, destroyed towns and villages and slaughtered thousands. His savage attack practically ended the Hindu rule in Kashmir. A weak and worthless man Raja Sahadev was the ruler then. It was during his reign that three adventurers, Shah Mir from Swat (Tribal) territory on the borders of Afganistan, Rinchin from Ladhak, and Lankar Chak from Dard territory near Gilgit came to Kashmir, and played a notable role in subsequent political history of the Valley. All the three men were granted Jagirs by the King. Rinchin for 3 years became the ruler of Kashmir, Shah Mir was the first ruler of Shah Miri-dynasty, and the decendants of Lankar Chak established Chak rule in the Kashmir.

The last Hindu ruler of Kashmir was Udyan Dev. It was his chief Queen Kota Rani, who practically governed the state. She was a very brave lady, shrewd and an able ruler. Though she tried her best to save her Kingdom, odds were too heavy for her. The Valley was again invaded by a Mongal and Turk invader Achalla, but the Queen defeated him, and drove away all the foreign troops. In the confusion Rinchin, the Ladhaki prince, whom the Hindu religious leaders of the time refused to admit into their fold, organised an internal rising and seized the throne. Before his death, he embraced Islam. Finally another rising was led by Shah Mir, who defeated the queen at Jayapur (modern Sumbal). The defeat upset her and seeing the indifference of the Hindu grandees and general public, she stabbed herself to death, because Shah Mir wanted to marry her. Her death in 1339 paved the way to the establishment of Muslim rule in Kashmir.

(ii) Muslim Period (1300 – 1500 A.D.)

After the death of Queen Kota, Shah Mir ascended the throne under the name of Sultan Shamas-ud-din, and his dynasty ruled the State for 222 years. This period is one of the most important in the annals of Kashmir, in as much as Islam was firmly established here. One of the first travelers from West was Bernier. Who visited the valley during the reign of Aurangzeb. He called *Cashmir*- '**the Paradise of India**'. Infact the kingdom surpasses in beauty all that my imagination had anticipated. Other travelers namely Vigne, Dresw and Buhler also have given their description about the beauty of Valley. The first Chinese traveler to Kashmir Valley was probably Chemong, Shortly after 1104 A.D. In the ancient period various King Rule the State and few religions were dominated for certain period of time in the region. **Sultan Qutab-ud-din** great ruler and in his time the only important event worth mentioning is the arrival of said **Ali Hamdani**, who was the most remarkable personality of the then Muslim world. At the time of his third visit he got with himself 700 Syeds from Hamdan, who were being out to torture by Timur, ruler of Persia. These Syeds established their centers of missionary activities in different parts of the Valley.

In spite of 5 centuries having rolled by since he ruled, his name is still remembered with genuine reverence and gratitude. Take the name of Budshah before a Kashmiri, and at once with a happy countenance he will rhyme it with Pad-Shah. "Writes another modern historian 'M. Hassan' of all the Sultans who sat on the throne of Kashmir, Zainulabidin was undoubtedly the greatest. He ushered in a period of nearly half a century of peace, prosperity, and benevolent rule for his people. He introduced many arts and crafts for which Kashmir has become famous ever since. He promoted learning, music and painting and made Kashmir the centre of great culture. He won the loyalty and affection of his subjects who called him Budshah or the great king, a name by which he is remembered even to day by the people of Kashmir. He acquired a halo in popular imagination, which still surrounds his name inspite of the lapse of nearly 500 years. The Sultan also maintained cordial and friendly relations with rulers of other countries. The Sheriff of Macca and the Kings of Jilan and Egypt sent him presents. The Maharaja of Gwalior, hearing that the Sultan was interested in Music, sent him valuable works on Indian music. There was also an exchange of embassies and gifts between the great Sultan and the rulers of Sindh, Bengal, Tibet,

Gujarat, Malwa and Delhi. The Sultan improved the tone of administration, which had rudely been shaken. He appointed talented persons in high administrative posts, irrespective of caste or creed. The Sultan had a high sense of justice and no one who committed a crime was spared, however close he was to throne. Many grantees who were favourites of the king, were severely punished when found guilty. The king took keen interest in agriculture and like Lalitaditya and Avantivarman, many canals were dug out in all parts of the Kingdom. Jonraj and Shrivara have given details of these canals in their valuable books. Owing to these irrigation works, the draining of marshes and reclamation of large areas for cultivation, Kashmir became self-sufficient in food, and rice was cheap. ([www.kashmir-tourism history](http://www.kashmir-tourism-history)).

One of the most outstanding features of his administration was the just and liberal treatment of the Hindus, who were not only allowed complete freedom of worship, but the Sultan recalled all those who had fled to India in the time of his father. He allowed those Hindus, who had forcibly been converted, to return to their former religion. The Sultan banned cow slaughter and permitted the repair and rebuilding of the temples at government expenses. He granted lands to learned Brahmins, endowed temples and for Hindu pilgrims visiting holy places in the Valley he opened a royal kitchen at Rainawari known even now as **Jogi Lanker**. Jiziya was almost abolished and the Sultan participated in Hindu festivals and entertained Brahmins and Sadhus on auspicious days. Some of his important Hindu ministers were the famous physician Shri Bhat, Tilakacharya, Simha Bhat, Rupa Bhat, Karupar Bhat and Shrivara. At the same time Sultan was a great patron of men of letters such as Syed Mohammad Rumi, Syed Ahmad Rumi, Quazi Syed Ali Shirazi, Qazi Jamal and Maulana Kabir to mention only a few. The Sultan had also established a translation department where important works were translated from Sanskrit into Persian and Arabic. The Sultan opened schools and hostels for the students. It is for encouragement of arts and crafts that Kashmir will be permanently indebted to the Sultan.

In the Hindu times, the Valley was equally famous for its arts and crafts but these had greatly suffered in the chaos, which lasted for over two hundred years. The Sultan invited competent teachers from countries to Kashmir, so that they could train people here. Among many industries introduced by him, we can mention carpet, paper

machine, papermaking, silk rearing, shawls and manufacture of gunpowder. Kashmir became so famous for beautiful designs on silks and shawls that our state acquired an unrivalled fame in Asia. Even after a century when Babar's cousin Mirza Haider Daulghat invaded Kashmir, he wrote in Tarikhi-Reshidi. "In Kashmir one meets with all these arts and crats which are in most cities uncommon, such as stone polishing, stone cutting, bottle making window cutting, gold beating etc. In the whole Maver-ul-Nahir (Khorasan) except in Samarkand, and Bokhara, these are nowhere to be met with, while in Kashmir they are in abundance. This is all due to Zain-ul-Abidin." The Sultan was a great builder. He founded the new city called Nowshedar (a part of the city now.) He adorned it with splendid houses for his officers, courtiers and learned men. He built a palace of 12 storeys in it, each containing 50 rooms, halls and corridors. It was surmounted by a golden dome, and its spacious halls were lined with glass. (Muhammad Qasim 1981)

During the Sultanate period (1417-1469) significant strides were made to lay the foundation for the promotion of tourism. The most elegant era in the tourism history in Kashmir began in 1585, when Mughals improved on the natural beauty and designed several Gardens; present day houseboats industry of Kashmir owes its origin to Akhbar's reign. The last Shahmiri ruler, Sultan Habib Shah, a weakling was deposed by his commander, and nobles raised on throne Gazi Chak, a prominent military General of the time. The Chak rule began in Kashmir in 1561 and lasted till 1587, when Akbar, the great Moghul Emperor conquered Kashmir.

(iii) Mughal Period (1500 – 1650 A.D.)

The Mughals remained in power here, from 1587 to 1752, and in this period undoubtedly the people enjoyed peace and orderly Govt. There were some rapacious officers, but on the complaint of the people the Mughal rulers immediately removed them. It was in 1579 that illuminated Moghul emperor Akbar visited Kashmir. About eighty thousand Kashmiris were entertained by Akbar at Id-Gah. During his reign Raja Todar Mal, the great Finance and Revenue Minister, made revenue settlement of the Valley, which in its broad features forms the basis of the present revenue settlement in the Valley. Akbar built a new town near **Hariparbat** and called it **Nagar-Magar** and built the massive wall around the hill (Abu Fazal, 1894).

The great emperor visited the valley three times, and with him, came a large number of Mughal grandees, noblemen and army generals. The fame of the Valley spread throughout the country and a very large number of people started to visit the Valley. But actually it was in the time of Jahangir that the beauty of the state attracted thousands of visitors to the happy valley. The great emperor visited the State thirteen times. The Mughal rulers never came alone, but were always accompanied by hundreds of Nobles, Amirs and Umras, Princes and Army Generals. Jahangir came virtually, under the spell of the scenic beauty of the place, and wherever he found a hill coming down gently to a spring or a grove of majestic **Chinar trees** or a **beautiful lake**, he utilised the place for planting a pleasure garden (Bernier, 1671). **Shalimar** and **Nishat gardens** on the banks of **Dal Lake**, would keep Jahangir's love for natural beauty ever fresh in our memory. He laid gardens at **Acchabal** and **Verinag**. Perhaps no other ruler has ever paid so much tribute to the beauty of Kashmir as Jahangir did (Fergusson, 1973).

Shah Jahan also visited the happy Valley a number of times and he too was accompanied by a large number of nobles. Owing to the long peaceful rule of the three Mughal Kings, hundreds of people now began to come to Kashmir to find mental peace, to regain their health or attain spiritual salvation. Shah Jahan laid the garden of **Chashmashai** and also built a portion of **Shalimar** (Fergusson, 1973). The Mughal Governor Ali Marden Khan also laid out a number of gardens. Aurangzeb visited Kashmir only once in 1665. An interesting account of the emperor's journey to the Valley has been given by a French traveller Francis Bernier who accompanied the Emperor. The traveller gives a favourable impression of the people in his book "The Kashmiris are celebrated for wit. In poetry and sciences they are not inferior to Persians. They are also active and industrious. The workmanship, and beauty of their Palkies, bedsteads, inkstand, axes, spoons and various other things are quite remarkable, and articles of their manufacture are in use in every part of India. They perfectly understand the art of varnishing, and are eminently skilful in closely imitating the beautiful veins of a certain wood, by inlaying with gold threads so delicately wrought, that never saw anything more elegant or perfect. But what may be considered peculiar to Kashmir and the staple commodity, that which particularly promotes the trade of the country, and fills it with wealth, is the prodigious quantity of shawls which they manufacture, and which gives occupation to her children." The

people of Kashmir could no longer tolerate the misrule of Mughal satraps, and accordingly when Ahmad Shah Abdali of Kabul was at Lahore in 1752, two Kashmir noblemen Mir Muquim Kant and Khwaj'a Zahir Didmari, waited upon him at Lahore, and disgracefully requested him to bring Kashmir under his control. (Abu Fazal, 1894).

2.2 Medieval Period: - (1650-1850)

Travelers from far and wide have visited the Valley for centuries past. It has been the main route of cultural and commercial intercourse between India and the rest of the World including Middle East and Central Asia. From 15th century onwards several western writers have come to the state and have produced valuable works on Kashmir. The quantification of Kashmir as a **tourist spot** in the world has been acknowledged everywhere.

(i) Afghan Rule (1752 – 1819)

Ahmad Shah, a free hooter of Nadir Shah gladly accepted this offer and immediately dispatched a strong and a powerful Afghan army under the command of Abdullah Khan Ishik Aqasi, to occupy the Valley. The Mughal Satrap offered a strong resistance, but was defeated and the Afghan Governor planted the Afghan flag on the ramparts of Akbar's town at *Nogar*. The rule of Moghuls in Kashmir came to an end although it continued to exist in northern India, nominally upto 1857. Kashmir remained a dependency of Kabul rulers till 1819, roughly a period of 67 years. The Pathan rule is the darkest period in the history of our state so tourism was not developed.

(ii) Sikh Rule (1819-1846)

At last the reign of terror broke the patience of the peace loving people, and a deputation of Kashmir is led by Pundit Birbal Dhar, and his son Pandit Rajakak Dhar, left for Lahore and fervently requested Maharaja Ranjit Singh to conquer Kashmir. Three prominent Muslims helped Pandit Birbal Dhar in his escape from the valley. They were Abdul Qadoos Gojwari, Malik Zulfiqar and Malik Kamgar. In 1819,

30,000 soldiers of Maharaja Ranjit Singh attacked Kashmir, defeated the Pathans, and the state became a part of Ranjit Singh's empire. On receipt of the news, Maharaja Ranjit Singh bestowed honours in Dhar family and Lahore was illuminated for three days, Sikh rule lasted for only 27 years and during this period 10 Governors administered the country one after another, out of whom the last two were Muslims. During his time, the real modernization of the state took place and various reforms were carried out. He constructed a water reservoir at **Harwar** and established an **electricity-generating** unit at Mohra. New administrative machinery was set in place and, roads and communications were improved. The nephew of Maharaja Pratap Singh, Maharaja Hari Singh ascended the throne in 1925 and governed the state till 1950. (Bowers, Paul. 2004).

Mr. Ranel Tayler who visited Kashmir in 1846 writes about Kashmir, “The town presents a very miserable appearance. The houses made of wood are tumbling in every direction. The streets are filthy for want of drainage, none of the bazaars looked well filled and prosperous and altogether my ride made me very unhappy”.

Moorcraft who visited the Valley in 1835 writes, “Everywhere the people were in most abject condition, not one sixteenth of the cultivable land is under cultivation, and the inhabitants are starving. They were in a condition of extreme weakness. Villages were half deserted and those who lived there were the semblance of extreme sickness. Villages were filthy and swarming with beggars. The rural folk on the whole were half naked and miserably emaciated and presented a ghastly picture of poverty and starvation”. Such was the general condition of the state when Maharaja Ranjit Singh died in 1830. His death was a signal for the mutiny of Sikh Army, which become uncontrollable, and plunge entire Punjab into confusion and chaos. (www.kashmir-tourism history)

2.3 British Period (1850-1947)

Major inflow of tourists was promoted during the British Raj. Their government officials were visiting the Valley, to avoid the burning heat of Indian plains. They visiting the diverse landscape of the area and discovered every aspect of tourism during the last quarter of 19th century. The construction of Jawaharlal Tunnel at Banihal and landing of aircraft at Srinagar airport in 1925 increased the tourist flow

to the Valley. From handful tourists who visited the Valley Previously, the number rose to 8404 in 1931. A new dimension to the tourism was added by the American Soldiers who starting visiting the Valley in large numbers. They carried the news of charm and beauty of Kashmir throughout the World. The global tourism explosion to the Kashmir Valley was promoted due to the swift means of transport and communication. The magnitude and the trend of tourist traffic in 1931 were 8404, which rose to 29362 in 1941. The year 1943 has shown the negative growth that has decreased from 29362 to 1943 up to 37297 in 1945. British period is divided into following periods.

(i) Dogra Period (1846 – 1957)

The two Anglo-Sikh wars led to the final extinction of Sikh sovereignty in the Punjab and by virtue of the treaties of Lahore and Amritsar the British who had by now become undisputed masters of India, transferred and made over in perpetuity, the independent position to the Maharaja Gulab Singh, all the hilly and mountainous country situated to the east of Indus, and west of Ravi river. In consideration of this transfer Maharaja Gulab Singh paid to the British government the sum of 75 lakhs of rupees. Maharaja Gulab Singh entered Srinagar on 9th November 1848 at 8 in the morning. (Treaty of Amritsar, March 16, 1846)

The Dogra royal line traces its descent from the ancient Kshatriyas mentioned frequently in Mahabharata. The Dogra ruler claimed that they belong to the Surya Vanshi (sun born) race. Maharaja Gulab Singh was a man of great vigour, foresight and determination. He repressed opposition and crime with an iron hand and he was universally feared and respected. He crushed gangs of organized plunderers, and murderers in the Valley known as Galwans, and also broke the power of Bombas and Khokhas the inhabitants of Jhelum valley region below Varamulla, who brought havoc to every home in the Valley by following a policy of arson and plunder. Large number of forts was built in their territory, which was garrisoned with troops. It was because of his energetic measures that the conditions of the people improved and after many years some confidence was inspired in the permanence of administration. The people got a spell of peace and order, after centuries of lawlessness.

The greatest service of the first Dogra ruler is the foundation he laid of the modern Jammu and Kashmir State. It was Gulab Singh who conquered one by one different places and regions of the state, Jammu, Poonch, Ram Nagar, Basoli, Bhahderwah, Kishtwar, Bhimbar, Rajauri, Sikardu, Kharmang, Kiris, Khaplu, Sheghar, Astor Gilgit, Chitral, Yasin, Hunza, Nagar, and Punial. In the words of K. M. Panikar an area of more than eighty thousand sq. miles including part of Tibet, as well as part of Pamier, besides the genuinely kingdoms of Jammu and Kashmir came into Maharaja Gulab Singh's possession. This area had never been effectively united under one ruler and much of it with of course; the exception of the Valley of Kashmir had never known any settled government. Writes P. N. Bamzai: "Mahraja Gulab Singh is the only Indian ruler to have carved out a state during the 19th century out of the wreckage of the great kingdom of Sikhs. Moreover he is the only Indian ruler to have extended the frontiers of India to their natural boundary." (Imperial Gazetteer of India 1908). Even Dr. Soft who is not very kind in his comments writes about him: "Gulab Singh was unquestionably a remarkable figure in the history of Northern India during the first half of the 19th Century. He was a distinguished soldier and diplomat and knew the state craft of his own days exceedingly well."

The Maharaja died in 1857 after a rule of 11 years, during which period he laid the foundation of a sound system of administration. He was succeeded by Maharaja Ranbir Singh who ruled from 1857 to 1885. It was in his time that the rule of law commenced in the state. Almost all the laws, civil and criminal, which the British had introduced in India, were with some modifications made applicable to the state. The various state departments were organised on the pattern of departments as these existed in British India. A slight attempt was also made to assess the amount of land revenue at a fixed amount. (Imperial Gazetteer of India 1908)

In 1885 Maharaja Sir Pratap Singh ascended the throne and he ruled for a period of 40 years. It is in the time of this Maharaja that the real modernization of the state took place and several progressive reforms were carried through. Sir Walter Lawrence carried the first assessment of **land revenue system** in the state on scientific lines. The two-mountain roads-Jhelum Valley road and Banihal Cart road were built linking the state with the rest of India. A scheme for drainage of the Valley reclaiming wasteland and preventing floods by digging flood channels was put into operation. Construction of water reservoir at Harwan and establishment of electric

generating plant at Mohra was also undertaken during this period. (Lawrence, 1967).

There was development in the means of communication and telegraphs, telephones and post offices were opened in many places. The isolation of Kashmir from the rest of the country was now a thing of the past, and large number of people, mostly Europeans began to visit the Valley. The fame of the Valley, its climate and beauty spread in all parts of the world and it can truly be said that an era of **tourist traffic** started in right earnest in the state. Many efforts were made by Englishmen to obtain the right of purchasing land here for building houses. This would have turned Kashmir into a **British Colony**. (P.N. Bazaz). The Maharaja stoutly refused to entertain the proposal, and this actually led to the construction of House Boats. After the death of Maharaja Pratap Singh his nephew Maharaja Sir Hari Singh ascended the throne in 1925. He continued to govern the state till 1950. During this period, large number of Indians and also foreigners came to enjoy the bracing climate of the Valley.

Gulmarg before independence almost looked like an English town during summer. The same was the case with **Nagin Lake**. Maharaja Hari Singh modernized the state and carried out a large number of reforms. It was in his time that the popular elements began to be associated with the Government. The most important thing that had far reaching consequences in the future history of the state was the birth of political parties and the growth of political consciousness in the state during this period. But even more important was the liberation of the country from the British Yoke in 1947, which ended all the traces of foreign domination, absolutism and autocracy in our country.

2.4 Post British (Independence) Period

The India-Pakistan partition took place during the reign of Hari Singh in 1947 and the rulers of princely states were given the choice to freely accede to either India or Pakistan or to remain independent. However, since the Maharaja of Kashmir was a Hindu, he chose to join India despite the majority of the Muslim population in his dominion. However, since then there have been controversies over the decision and Pakistan claims that the decision was partial and the region should be a part of its dominion. At the time of the partition of India in 1947, only the Muslim Conference,

which was based mainly in Jammu, was in favour of the State's accession to Pakistan. (Stein, Burton. 1998). On the other hand Hindu Sabha in Jammu and the Maharaja were hoping that the State could become independent. There were other groups in Jammu who wanted accession to India; whereas Sheikh Abdullah and his National Conference also appeared to be working for independence but given a choice between accession to Pakistan or India they felt that they could preserve autonomy for Kashmir within the secular Indian Union. The attack by the Pakistani tribesmen forced the hand of the Maharaja. As the tribesmen reached the outskirts of Srinagar, the Maharaja sought the aid of the Indian army. He was advised that this could not be done unless the State acceded to the Indian Union. Sheikh Abdullah accompanied the Maharaja's Minister to Delhi to communicate to the Indian government acceptance by the Maharaja of all Indian conditions. On 26 October 1947 the Maharaja signed the Instrument of Accession. (Encyclopedia Britannica) Indian troops were flown in to protect Srinagar on October 27, 1947. Soon the tribesmen and the Pakistani soldiers were in retreat. By November 14 most of the Valley was in the control of the Indian army. By winter the fighting had reached a stalemate and on 31 December 1947 Nehru referred the Kashmir dispute to the United Nations. (Encyclopedia Britannica)

In 1948 the war continued at other fronts. Pakistan tried to cut off Ladakh from Kashmir but it was unable to do so. In the autumn of 1948 the Indian army captured Poonch in the Jammu province. The Indian army now threatened to cut the Pakistan controlled area in two by reaching the international border beyond Poonch. Pakistan now wished to enlarge the conflict by attacking Jammu so that the State would be cut off from India. There was great pressure on both countries to stop fighting and cease-fire took effect on 1 January 1949. ([www.kashmir-tourism history](http://www.kashmir-tourism-history)).

In March 1948 Sheikh Abdullah was appointed the prime minister of an interim government of the State. A Constituent Assembly was convened in October 1951. The members of this Assembly were elected and Sheikh Abdullah's National Conference won all its seats. In 1952 Jawaharlal Nehru and Sheikh Abdullah signed an agreement in Delhi, which specified that the State of Jammu and Kashmir, while part of the Indian Union, yet enjoyed certain unique rights and privileges within the Union. Thus citizens of the State had rights related to land ownership within the State, which were denied to Indians from outside the State. This fact was recognized in

Article 370 of the Indian Constitution, which was entitled, “Temporary provisions with respect to the State of Jammu and Kashmir” (Lamb 1966, Puri 1981) It was on 26th Jan 1957 that the Kashmir Constituent Assembly ended the hereditary rule of the Hindu monarchy in the state exactly after one hundred and ten years of its establishment In the early years of independence the tourism industry suffered grievously due to political crisis in the State Accordingly, the number of tourists visiting the State was only 3745 and 6746 in 1948 and 1950 respectively

Since 1951, there has been tremendous increase in foreign as well as domestic tourists In 1951 the proportionate share of domestic and foreign tourists was 88.2 % and 11.76% (table 2.1) While as in 1961 more than thirteen thousand tourists visit the Valley Expansion in tourism infrastructure identification of new tourist resorts, re-organization of tourism industry and new thrust in management have re-shuffled the tourism in the State A tremendous increase in the tourist flow was found from 1950 – 1970 But 1969 – 1971 war periods with Pakistan and the consequent independence of Bangladesh seemed to ring the death knell of the two-nation theory on which India had been partitioned This weakened the pro-Pakistan forces in the Valley considerably

Meanwhile in 1972 India and Pakistan signed the Simla Agreement, which effectively superseded the UN role in Kashmir Pakistan agreed to the Indian demand that both countries will not resort to force or threaten to use force in Kashmir and settle the issue bilaterally In other words, foreign interference, mediation or arbitration was to be precluded The period from 1971-1981 was termed as the tourist explosion in the State (Directorate of tourism) This ratio again declines in 1966 because due to the war During this war period the tourism industry just reaches at the bottom place in the Valley of Kashmir Kashmir was a **tourist's paradise** during the 1970's and early 1980's The decade from 1976 to 1986 saw increase in the proportionate share of domestic tourists again and decreases in foreign tourists Since 1986, due to political instability in the country as a whole, the over all flow of tourists affected badly and there has been overall decrease in tourist flow both domestic as well as the foreign ([www.kashmir-tourism history](http://www.kashmir-tourism-history))



Table: - 2.4 Year-wise Break up of Domestic and Foreign Tourist Arrivals in Kashmir Valley (1951-2005)

Year	Domestic	Foreign	Total
1951	9933	1246	10579
1956	57341	7012	64353
1961	79241	13214	92455
1966	112127	7149	119276
1971	76612	15240	94855
1976	286412	38078	324490
1981	598555	43745	642300
1986	536598	53118	589716
1991	1400	4887	6287
1996	375	9592	9967
2001	66732	5859	72591
2002	24670	2686	27356
2003	182205	8959	191164
2004	358095	18634	376729
2005	585702	19680	605382
2006	412879	20002	432888

Source: - Department of Tourism, Jammu and Kashmir. 2007

Tourism in Jammu and Kashmir was badly hit ever since insurgency intensified in 1989. Ever since, a bitter enmity has developed between India and Pakistan. The two countries have been at war twice over Kashmir (1947-1949, 1965), and clashed there again during the **Kargil Conflict of 1999**. The region remains one of the most heavily militarized zones in the world. In 1962, China occupied the north-eastern part of the region which India continues to claim as its part. (Encyclopedia Britannica). However tourism in Kashmir declined during the late 1980's and 1990's, due to the terror perpetrated by separatist militants and self-styled freedom fighters Victimized by Islamic fundamentalists and mercenaries, thousands of innocent Kashmiri lives have been lost. However, the proportionate share of foreign tourists increased abruptly to 96.23 % and the proportionate share of domestic tourists was

only 3 76, ever lowest, in 1996. In recent years tourist flow shows that the share of Asia, in the tourist flow of the Valley is gradually increasing. The leading countries, which constitute the major chunk of Asia tourists, are Hong Kong, China, Japan and Taiwan. However the contribution of USA and Australia is also increasing (Hasan). Today the situation has somewhat improved with both countries agreeing to come to the negotiating table and discuss all outstanding issues with an open mind. All this augurs well for the state of Jammu and Kashmir and hopefully, peace will return to **Kashmir** - followed by tourists, who remember its beautiful parks, Rolling Meadows, spectacular mountains and scenic destinations with nostalgia. Kashmir has often been described as a **Paradise on Earth**, and with scenic snow capped mountains, verdant valleys, beautiful streams dotted with houseboats, and acres of pine and deodar forests, Kashmir is indeed stunningly enchanting. Kashmir is that part of the state of Jammu and Kashmir, India that comprises of the Jammu region, the Kashmir Valley, and Ladakh. Surrounded on both sides by River Jhelum the valley of Kashmir comprises of Kishtwar, Ladakh & Zaskar ranges. One of the most alluring aspects of a Kashmir Tour is the chance to experience a charming stay aboard a houseboat while floating on Dal Lake.

In the above discussion in the foregoing chapter reveals that historical prospective of Kashmir Valley, tourism growth and development in different periods of time. The tourism development has not been take place at a single period but during different stages of time.

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Chapter 3

*Tourism Potentials and
Ecological Zones of
Kashmir Valley.*

TOURISM POTENTIALS

Regional physical complex of the Valley has given birth to the various tourism potentials ranging from natural to artificial attractiveness. The rich tourism potentials in terms of both physical and cultural dimensions of the region which are being harnessed for increasing the tourism development & they will further utilized for their purpose. Kashmir Valley extending from Qazigund to Barammullah and Sonmarg to Aharbal is a land of interests. A combination of hilly and plan areas, region varies in its climate, culture and customs from place to place. Pleasant climate, Glacier pilgrimages, scenic splendour, charming culture, history, art and unexplored and untouched places are the wealth of the region. Generally, physical, socio-economic and historical factors become important in the process of spatial interaction. Physical aspects provide the basic tourism potentials of the region. Basically there are three elements of tourism, i.e., locale, transport and accommodation. Identification of the existing attraction is the first priority for tourism development. Subsequently comes infrastructure, market, profit, loss etc. though all the components of tourism are important for the growth but attractions provide the energizing power. It may be also called as stimulator and motivator for tourists. It thus becomes important to find out the tourism potentials of the region in various terms.

3.1. Tourist Potential of the Region in Terms of Various Tourism Types.

The multiplicity of tourist attractions in the region is in the form of leisure, adventure heritage, convention, border, ecotourism and pilgrimage tourism. The tourism resource of the region has vast potential and can transform the whole economy as a tourism driven economy with all its concomitant trickling affect. The Kashmir Valley of the state of Jammu and Kashmir is endowed with the natural resources which are required to encourage the various forms of tourism like pilgrimage tourism, ecotourism, border tourism, cultural tourism and adventure tourism. The province has some rich potential that are as follows:-

1. Leisure tourism
2. Adventure tourism

- 3 Heritage tourism
- 4 Health tourism
- 5 Convention tourism
- 6 Border tourism
- 7 Wildlife tourism
- 8 Pilgrimage tourism
- 9 Ecotourism
- 10. Rural tourism

1. **Leisure Tourism:** - Rest and recuperation in beaches and hills is one of the common forms of holiday tourism. The hill stations like Gulmarg, Tangmarg, Kilanmarg, Sonmarg, Pahalgam experience great surge of tourists during summer season. Kashmir Valley has immense leisure essence and tourist attractions
2. **Adventure Tourism:** - Travel for active participation in adventure sports activities is one of the current trends in international tourism. While some travel to mountains for trekking, mountaineering, skating, river rafting and sliding others go to large water bodies for boating, canoeing, kayaking, wind surfing, skiing, scuba driving and so on. These tourists travel to destinations offering maximum excitement, natural environment and adequate facilities. There are several beautiful spots on the foothills of Pir Panchal and middle mountain range. Kashmir Valley has some of the best potential for adventure tourism in terms of paragliding, angling, trekking, ballooning, and skiing. Some of the best mountain areas are suitable for climbing and trekking are Banahal mountains, whole Pir Panchal range. Pohru, Lidder, Jhelum Rivers has some of the most chalking stretches for white water rafting. International competitions in white water sports can be held on different stretches of these rivers. The entire Kashmir Valley has scope for trekking. Many peaks in the region range between 16000 feet above and are virgin. The important peaks are as K2, Gasharbrum, Masharbrum, Rakaposhi, Nanga Parbat, Kamet, Badrinath, and Devi, Trisul, Kolahio 5425m, Tatakuti 4743m, Harmukh 4876m, Jatakuti 4743m, Parasing 4583m, Amarnath 5003m, Kousarnag 4436m, Nabapir 4287m, Kankut 4107m, Aheratop 3974m, Sundartop 3,877m. Picturesque trekking routes are available in Pahalgam, Sonmarg, Pohru, Baramullah. Ballooning can be encouraged as it has enough potential. Paragliding can be offered at the wide pastures of Pahalgam, Sonmarg, Gulmarg and other

places Angling can be done on the banks of river Jhelum, Sind, Lidder, Pohru and Wangat Skiing can be encouraged at every place of mountain ranges in Kashmir Valley conducted in the months of Jan and Feb, thus Kashmir Valley has lot of potential for adventure tourism Although there is no well set infrastructure of adventure sports in Kashmir region but there is available a scope for its existence and growth that is required to be explored and proposed and implemented in organized manner

3. **Heritage Tourism:** - The National Trust defines heritage tourism as traveling to experience the places artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historical and natural resources. The term heritage tourism refers to tourism in the nature, cultural and built-environment of an area providing the tangible links between past, present and future This type of tourism includes the live and artistic forms of human expression (Painting, Sculptures, Museums, Theatre and Folklore) referred to as arts along with historical tourism, ethnic tourism and eco/ nature based. The Kashmir Valley has good potential for heritage tourism owing to its captivating sculptures religious centres, gardens and other things. Pari Mahal, Mughal Gardens like Nishat and Shalimar, Temples like Amarnath Cave, Forts are some of the important heritage attractions of the Valley
4. **Health Tourism:** - The basic human desire to keep fit both mentally and physically has given rise to health tourism The spas and resorts, hotels which came up in Europe during Nineteenth Century were the largest health tourism facilities Later health resorts also came up in hills having healthy climatic conditions Ayurvedic and herbal treatment and massage centres in Karela and some other parts of India. Health tourism is not a new concept but in this fast moving material world, health problems have grown many folds Whether physical health, a spiritual health or mental and emotional health, everywhere man is facing difficulties The modern medical science is not in a position to tackle the health crisis It is very costly and as same time having many side effects and sometimes it does not yield the result also So throughout the world there has been a spirit in health tourism The Himalayan hills have been developed as health resorts during the colonial period Pine trees are known to have position impact on asthma and many other respiratory diseases So, Kashmir Valley has huge scope

for health tourism. The environment at Gulmarg, Pahalgam, Sonmarg, Wadilolab, Aharbal is very salubrious. It can be developed as health resorts both physical and spiritual. *Tatta pani* is natural geysers are located in various places like Tarsinag, at the upper reaches of Verinag, Tangmarg and other places is known for its medicinal impact and many skin diseases are cured from its water. Many herbs of the region have medicinal importance which can be interlinked with tourism. There are several hot water springs a bath in their water is stated to be useful for curing skin diseases. The springs emerge out at the foot hills of the beautiful mountains of Kashmir Valley.

5. **Convention Tourism:** - The need for communication and differentiation in today's business world has led to annual meetings of associations and professional bodies to meet and discuss new ideas and strategies and to exhibit new products and sources. A number of corporate houses also hold periodical meetings of their executives in a more relaxed and creative atmosphere. Such convention and meetings have emerged as an important form of tourism and convention centres and complexes have sprung up in several tourist centres. Conventional tourism is professional travel with a specific purpose and different from vacation or recreational travel. International convention migrates from country to country. The participants are usually influential and have decision making position, and therefore, actively promote tourism. The participants don't travel on their own savings but their costs of travel, accommodation, entertainment are covered by the sponsoring company or institution. Therefore, their spending power increases considerably. The present international convention market is very large and has a very big future growth potential. Tourism is labour intensive and covers many professions. The government of Jammu and Kashmir has embarked upon an ambitious programme of setting up benefited by the convention tourism. Expert advice has been sought to organize and market this type of tourism. In this connection the State Government invites M D Hellestedt, M D Stockholm convention Bureau, Stockholm in 1976 who has given his recommendation regarding to management and marketing of the convention complex set up at a cost of Rs 10 crore on the banks of Dal lake. The entire complex will have three department convention centre, common service and Hotel Block built by Air India through Hotel Corporation of India which will have 275 rooms with five star

amenities It would be interesting here to state that the State Government send a team of senior officials and public men to some of the European Countries, England and U S A study the marketing and sale of convention tourism and matters allied there to so as to enable State Government and Air India to formulate a plan of action for attracting international conventions to the convention complex at Srinagar In Oct 1980, a three member team headed by the finance Minister Mr D. D. Thakur was sent to visit some of west European Countries, England and USA to study the marketing and sale of the convention tourism. The team visited from Frankfort, Berlin, Amsterdam, Copenhagen, London, New York, Washington, Paris and Geneva. The report of the team was under consideration of the Government and no concrete decision yet came out. The 8th Inter State Council meeting presided over by the P.M. was held in Srinagar in Aug. 2003 after a long time and some of the corporate conferences also started in the state. The need has arisen that the government should make immediate arrangement to introduce the convention complex to the outside world. This will help in projecting Srinagar centre amongst the World countries and particularly among the representatives of the international associations. But due to advantage of location, physiographic, climate, culture Kashmir Valley has potential for convention tourism also. Due to the exotic beauty of the place and friendly nature of people, the place becomes nature's choice for conferences and conventions of various shades

6. **Border Tourism:** - Border tourism is relatively a new concept. Borders are always not source of friction; rather this can be a source of friendship and tourism The western of region has border with Pakistan and in North with China and there have been skirmishes and even war along this border – that is why the development of border tourism has not attracted the policy of attention of tourism planners As the border is Anthropogenic, many of the cultural and religious sites have been divided Similarly, families have also been partitioned So naturally there is vast potential of tourism for the development of border tourism in the region The scope is not limited only for the locals but also visitors who will prefer to see the international border and few shrines located along it

Table 3.1 (a) Classified (Types) Tourist Destinations.

Sr. No.	Tourism Types	Destinations
1	Leisure	Dal-Lake, Wular Lake, Phalgam, Kokernag, Sheerbag, Tulip Garden
2	Adventure	Gulamrg, Wular lake, Lidder Valley, Sonmarg, Phalgam,
3	Heritage	Mughal Gradens, Pari Mahal, Dargah Masjid, Kheerbhawani Temple, Hari Parbat, Charar-e-sharif, Jamia Masjid,
4	Health	Gulmarg, Pahalgam, Sonmarg, Wadi- lolab, Aharbal, Tarsinag, <i>Tatta Pam</i> ,
5	Conventional	Srinagar, Dal lake
6	Border	Baramullah, Pattan, Kupwara, Kargil,
7	Wildlife	Dachigam Wildlife Sanctuary, Gulmarg Biosphere Reserve, Tulip garden
8	Pilgrimage Tourism	Hazratbal shrine, Khanqah of Shah Hamadan, Kheer Bhawani, Amarnath cave, Hari Parbat, Charar-e-sharif, Hazratbal mosque, Khanqah-e-moulah, Kheer Bhawani, Shankaracharya temple, Martand,
9	Ecotourism	Vermul, Aru, Pahalgam, Veinag, Kokernag, Achhabal, Tangmarg, Kilanmarg, Gulmarg, Sonmarg
10	Rural Tourism	Kheer Bhawani, Martand, Shesnag, Aru, Aharbal, Watlab, Athwatoo,

Source - Based on Field Survey (2006-2007)

Recently, the Government of two countries i.e., India and Pakistan has taken initiatives as a confidence building measures and many routes have been opened along the international border e.g., Poonch – Rawal Kote bus services has been started but peace is the pre-requisite for flourishing border tourism. There are various sites which have scope for the development of border tourism. There is very low level existence of border tourism in Kashmir Valley. After the Kargil War in 1999- 2000 with Pakistan, there was arousal of people's interest to visit Kargil to see the land which had remained in news for long in 1999 Kargil war. So there exist an opportunity to make this occasion as a potential tourism product for border tourism.

7. **Wildlife Tourism:** - viewing wildlife in its natural environment has become an important form of special interest tourism. These tourists are driven to forests and wildlife parks by their desire to be with nature and to see the movement of their favourite animals moving in the wilderness. Groups of such tourists have formed associations like International Bird Watchers Association. Nature blessed the region with a variety of wildlife favourable geographical and climatic conditions support the wildlife of the area. Almost one third of the world's mammalian species are native of Himalayan Mountain system. The region is inhabited by mammalian fauna of leopard, cheeta wild bull, Bengali monkey, langure, wild sheep, musk rat, squirrel, rats, bull, yolk and so on. Some of the birds which inhabit different parts of the province include snow partridge, kila, cheer, pheasants, cuckoos, pigeon, sand grouse. Among large birds these are vultures, falcons, eagles, wood owls, wood peckers, swallow, and so on, reptiles and amphibians fauna include different type of snakes lizards and frogs. There are few wildlife sanctuaries in the region where nature tourism has huge potential. Although remain untapped.

- 1 Dachigam Wildlife Sanctuary
- 2 Gulmarg Biosphere Reserve

Table 3.1(b): Tourist Attractions: Flora and Fauna of Kashmir Valley (2006-2007)

Wild life Sanctuaries	Wild Animals	Birds	Important Trees
Dachigam Wildlife Sanctuary Gulmarg Biosphere Reserve	Hangul, Leopard, Himalayan marmot, Himalayan, Langur, Himalayan brown bear, Musk Deer, Serow, Leopard, Black Bear and Red Fox,	Cinnamon Sparrows, Black Bulbuls, Monal Pheasants, Golden Orioles, Kokla Pheasants, Choughs, warblers, Buntings, Laughing Streaked Thrushes, Minivets, Pygmy Owlets, woodpeckers, Babblers, Wall creepers, Black and yellow Grosbeaks, Himalayan Griffons, Bearded Vultures, Redstarts, Wagtails, Laughing Thrushes, Red Browed Finches, Himalayan Ruby Throats, Long Tailed Blue Magpies, Tits	Chinar, Pine, White Poplar, Maple, Italian Poplar, Himalayan Silver Fir, Himalayan Blue Pine, Deodar, White Birch, Yew, Elm,

Source:

(i) Based on field survey 2006-2007,

(ii) Annual Report 2005, Forest Department, Govt. Of Jammu and Kashmir.

1. **Dachigam Wildlife Sanctuary:** - Located very close to Srinagar (22km), Dachigam National park with its splendid forests and magnificent scenery is easily accessible. The two sectors of the park -Upper and Lower Dachigam are spread over an area of 141 sq. km. And altitudes vary between 1700 and 4300 meters. Two steep ridges enclose the Park with its great topographical variety - deep ravines, rocky outcrops, steep wooded slopes and rolling alpine pastures. At one time the exclusive hunting preserve of the Maharaja of Kashmir, it was declared a national park in 1951, and owing to a strictly enforced conservation programme, the Hangul population, once 150, now stands at over 400 animals. The Masrar Lake located in the higher Dachigam is the source of the Dachigam River. The river is considered the lifeline of the park as it passes through the entire Lower Dachigam region from its originating point. The river provides water to the entire lower region. Amidst forests of silver birch and conifer roams the Hangul. Rare and on the verge of extinction till a few years ago, the national park at Dachigam contains the last viable Hangul population in the world. Related to the red Deer of Europe, this breed is characterized by its white rump patch and impressive spread of antlers. Dachigam is quite rich in fauna, housing approximately twenty species of mammals. The wildlife of the park consists of Leopard, Himalayan marmot, Himalayan black bear, Langur, Himalayan brown bear, Musk Deer, etc. However, the most prized possession of Dachigam National Park is Hangul, endangered deer species in the country. There over 150 species of birds inhabiting park's vicinity. Colourful pheasants include the Crimson Tragopan, the iridescent Monal Pheasant with its glittering plumage, the Blood Pheasant and the Koklass Pheasant. The golden Eagle and the bearded Vulture or Lammergeier is seen circling the brilliant blue skies.
2. **Gulmarg Biosphere Reserve:** - Gulmarg Biosphere Reserve is a most rewarding area to view wildlife with its wetlands, thick bush and extensive forests. The sanctuary is of particular interest to ornithologists. The reserve area is located at a distance of 48-km from Srinagar, to its southwest. The reserve has an altitudinal range of 2,400 - 4,300 meters above sea level Nature has gifted this Biosphere Reserve with multiple species of rare, endangered and protected species. The main species found over here are Hangul, Musk Deer, Serow, Brown Bear, Leopard, Black Bear and Red Fox, etc. Gulmarg Biosphere

Reserve occupies an area of 180 sq km. The Reserve is the natural habitat for its Himalayan musk deer, red fox, black & brown bear. It is a bird watchers' paradise. Apart from the fauna, the reserve is noted for its avifauna which includes upland birds, both resident and migratory. The area holds a rich cover of vegetation, the dominant forest consisting of conifers, which account for over 90%. The principal species are *Cedrus Deodara*, *Pinus Griffithii*, *Abies Pindrow*, *Aesculus Indica*, etc. The major shrubs are *Indigofera Heterantha*, *Sorbaria Tomentosa*, etc. The ground cover over here is also very rich and Dicotyledonus herbs dominate the area, comprising of *Rumex Patientia*, etc.

8. **Pilgrimage Tourism:** - Places of worship have been the biggest centres of attraction of pilgrims from several parts of the World since ancient times. The Vatican City and Mecca are two such sacred places in world. In India, pilgrim tourism is the mainstay of domestic tourism. The major destinations of religious significance are Amarnath, Charar-e-sharif, Hazratbal mosque, Khanqah-e-moulah, Kheer Bhawani, the Shankaracharya temple. The Kashmir Valley is bestowed with religious shrines and places of worship enjoying reverence and allegiance of people professing different faiths and religions.
9. **Ecotourism:** -The ecotourism should be developed for the sustainable development of society in the Kashmir Valley. However, this will have detrimental repercussions on the rural ecological settings unless cautiously managed and controlled it from the very inception. Kashmir Valley is having a good bio-diversity and having rich cultural and archeological sites. The potential Kashmir Valley has for nature based Tourism and rural tourism is immense and as well as immense potential for development of ecotourism.
10. **Rural Tourism:** - Rural tourism showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals. It is multi-faceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. As against conventional tourism, rural tourism has certain typical characteristics like; it is experience oriented, the locations are sparsely populated, it is predominantly in natural environment, it meshes with seasonality and local events and is based on preservation of culture, heritage and traditions. The concept of tourism is changing globally. Changing

trends and tastes of tourists have prompted the concept of rural tourism in Kashmir Valley and promote the breathtaking beauty of its countryside in a bid to boost rural tourism in the Valley. A vast majority of tourists want to have a first hand experience of village life. They want to know about local culture and the activities done by the rural people. Community tourism is already a big success in the north-eastern states, where people have improved infrastructure in villages to attract tourists worldwide. The Govt. should adopt the policies and develop the infrastructure in Kashmir Valley to develop rural tourism. The rural tourism has enough potential to develop in the Valley. The folksongs sung by the beautiful ladies during the plantation of rice are unmatched through out the world. They work in the groups for cultivation of rice and other major works in the agricultural land. They sing the songs and work in groups that adds the beauty of the villages during the rice plantation season. Besides the major tribes are living in the remote regions of Kashmir Valley like *Gujjar* and *Bakkarwals*. Their culture is different, their language is different and in maximum activities they are different from Kashmiri people so that is another potential for development of rural tourism in the Valley. Although the rural tourism should develop but the benefit must go to the rural masses and the tribal people who are living in these villages.

3.2 Ecological Zones of Kashmir Valley

The State of Jammu and Kashmir has been blessed with abundant natural resources and varied geology, altitudes, relief, climate, soils, drainage pattern and as well as natural vegetation, culture of people. On these variables the state is categorized into following meso- ecological zones

- 1 Sub-tropical Jammu region
- 2 Temperate Kashmir Valley
- 3 Arctic cold desert areas of Laddakh region

There is a sharp rise of altitude from 1,000 feet to 28,250 feet above the sea level within State's four degree of latitude, causing sharp climatic differences in the state. The **Jammu region** is situated on the North Indian plains, close to the Shivalik ranges. North of the Shivaliks, the rest of the Jammu region is drained by the Chenab

River whose vast catchment area includes several narrow valleys that extend deep into the Himalayas Jammu is about 305 meters above the sea level Jammu is the winter capital of the state of Jammu and Kashmir The old Jammu town is situated on a hilltop just next to the Tawi River The Trikuta range forms the picturesque backdrop The best season to visit this region is from the month of October to April Jammu is famous for its ancient temples and palaces Bahu Mata is the main goddess worshipped by the locals in the Jammu region (Basu 1996)

The **Kashmir Valley**, with its clear lakes, pine forests and heavy snowfall in winters, counts many tourist footfalls in summers The **climate** varies from tropical in Jammu plains to semi-arctic cold in Ladakh with Kashmir and Jammu mountainous tracts having temperate climatic conditions The **annual rainfall** also varies from region to region with 92.6 mm in Leh, 650.5 mm in Srinagar and 1115.9 mm in Jammu A large part of the State forms part of the Himalayan Mountains The State is geologically constituted of rocks varying from the oldest period of the earth's history to the youngest present day river and lake deposits (Raza Moonis 1978)

The fierce beauty of the **Laddakh Valley** is a draw for tourists, despite the inhospitable terrain and cold desert like conditions The Laddakh region mainly experiences two seasons winter and summer The average summer temperature in the southern foothills is about 30° Celsius and the average winter temperature is around 18° Celsius In the middle latitudes of the Laddakh region the average summer temperature is around 25° Celsius while the winters are really cold And on the higher altitude of the Laddakh region, the summer temperature is recorded at around 15° to 18° Celsius while the winters are below freezing point The climatic condition at region above 4880 m is below freezing point and it is permanently covered with snow During the winter the snowfall is really heavy while the summers are much more mild and soothing The more the height the more cooler the temperature gets here The climatic condition changes very quickly in the Laddakh region due to change in the altitude The climate in Laddakh is very unpredictable and dangerous too The regions of Laddakh situated in the North of the main Himalayan range are unaware of the monsoon season as the average annual rainfall is only a few centimeters as a result the humidity level is very low in these regions The region experiences one of the coldest temperatures in the world during winter

Further the whole Kashmir Valley is sub-divided into following macro ecological zones on the basis of following variables. Further these macro- ecological zones are divided in micro-ecological zones

- 1 Geological structure
- 2 Altitude
- 3 Climatic conditions
4. Physiography
- 5 Soil
- 6 Relief features
7. Flora and fauna
8. Human Population

The following Macro Ecological Zones are as below: -

- (i) Valley Floor Ecological Zone
- (ii) Karewas Zone – Bare of Vegetation
- (iii) Lakes - Low Altitude Lakes.
- (iv) Nambal Zone
- (v) Side Valleys Ecological Zone
- (vi) High Altitude Ecological Zone - Glaciers and Lakes
- (vii) Water Bodies and Stream Ecological Zone
- (viii) Meadows and Pastures Ecological Zone.

(i) Valley Floor Ecological Zone

This Ecological Zone lies below 5,000 feet (1550 metres) from the sea level but not goes below than 4,500 feet (Hussain, 2000) and includes the Jehlum Valley floor (Fig 3.2 i). Almost all the major tourist resorts are located in this zone, which also includes the both natural and artificial tourist attractiveness. The shops of miscellaneous items, other eatables and hotels are also available in this region.

Topography of the Valley has permitted only this region to develop good transport facilities both in terms of traffic flow and road network. The average annual temperature of this zone ranges from 7.39° C to 19.02° C and average rainfall is 5.87 cm. In this ecological zone mostly silt as well as the swampy and clay soils is dominant because major rivers flow in this zone. This zone is an alluvium – filled basin, a large part of which is of recent formation by the river Jhelum.

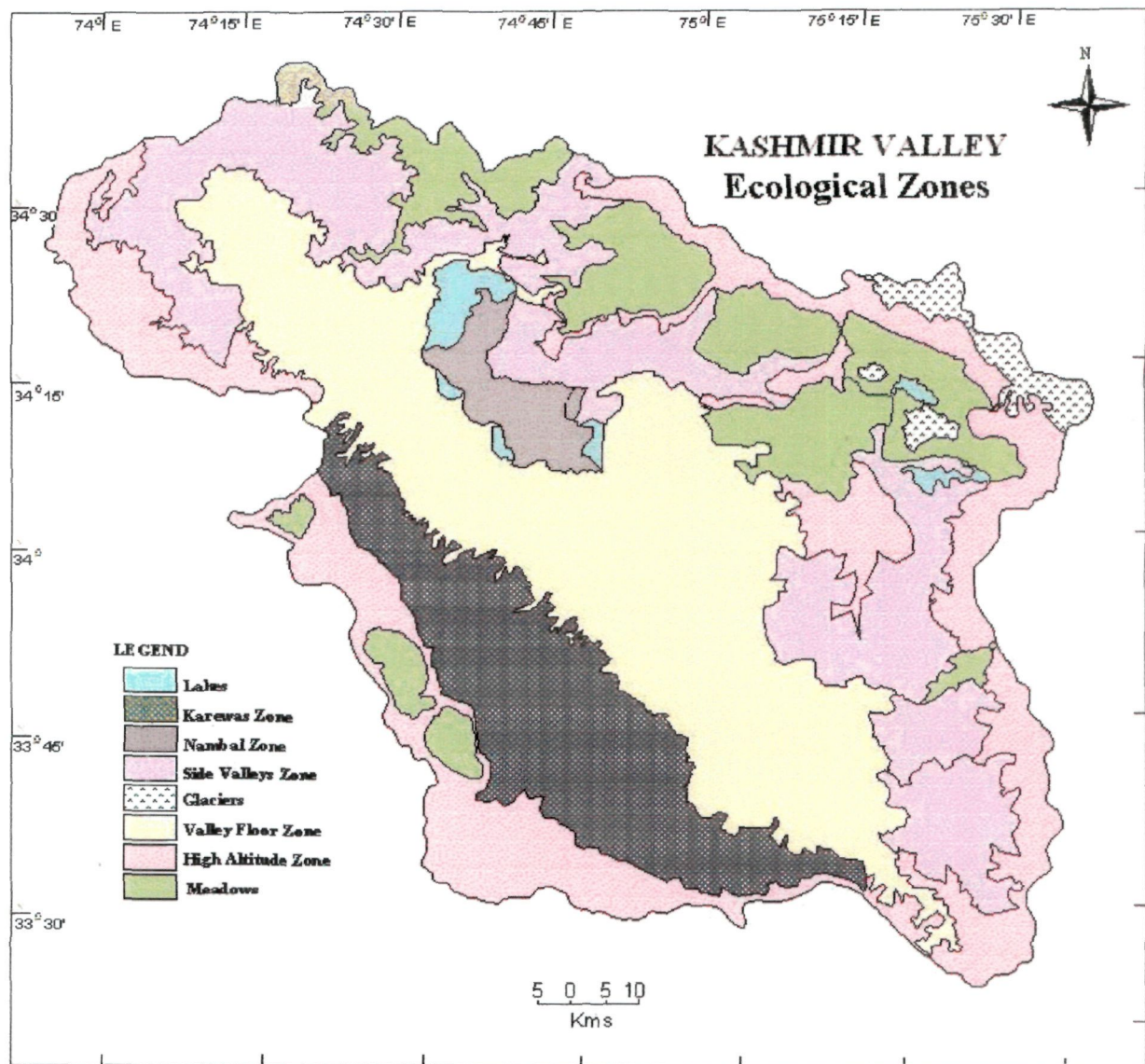
This ecological zone is highly fertile and having favourable environmental conditions for the cultivation of different Crops, Fruits and Vegetables. This zone is also called as the ‘**Rice Bowl**’ of the Kashmir Valley. This zone has two main principal divisions- one known as the ***Maraj*** (Sanskrit *Madavarajya*) found in South Kashmir comprising the land on both sides of the Jhelum above Srinagar and the other called ***Kamraj*** (Sanskrit *Kramarajya*) found in North Kashmir encompassing the land below Srinagar (Raza Moonis, Ali Mohammad. A. A. 1978).

Traditionally, the dividing line between the two regions is supposed to be passing through Srinagar with the city itself belonging to ***Maraj***. The disparate nature of the Valley basin below and above Srinagar and of the course of the Jhelum in the two reaches offers an adequate geomorphic basis for such a regionalization. The narrow bottle-neck through which the river passes by Srinagar, its highly sluggish flow, rapid silting of the bed and flooding of the bordering flats, which have been reduced to extensive Nambals as a result of this spillover, are some of the factors which have contributed to a natural division between the two alluvial basins. Each of them has served as a focus of human settlement since time immemorial. Apple Orchards are found in ***Kamraj*** while as the Almond Orchards are found in the ***Maraj*** regions.

(ii) Karewas Ecological Zone – Bare of Vegetation.

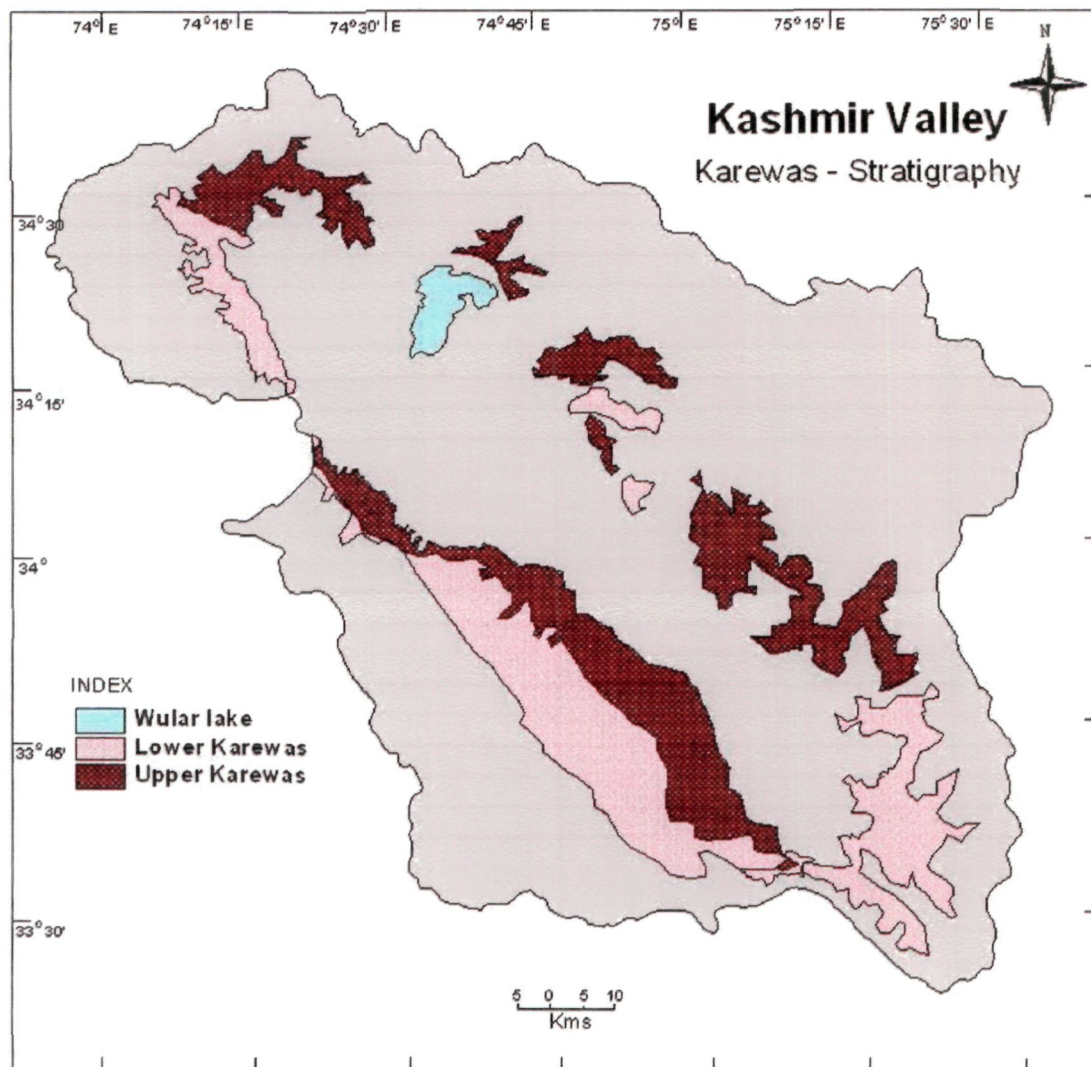
This ecological zone is sub-divided into two micro ecological zones (Fig 3 2 (ii))

- (a) Flat-topped or lower or upland Karewas:** - Lying between 5,000 to 6,000 feet (1,550-1,850m) above the main sea level This *karewas* covering an area of about 1,206 sq kms and the slope ranging from 5° to 15° This zone is less fertile but is known for 'saffron', cultivation. The important flat-topped *Karewas* occur at Pampore, Bijeibhara, Handwara, Awantipora, Islamaabad, Mattan, Tral, Safapura, Ganderbal, Bandipora, Sogam and Payir. The average annual temperature of this zone ranges from 6 37° C to 18 5° C and average rainfall is 10 5 cm In this ecological zone mostly *Karewas* as well as the loamy soils are dominated This *Karewas* formation occurs during the Miocene period Besides saffron the other crops of this region are Apples, Maize, Dry fruits and Vegetables In this Ecological zone dancing and wild waters of the rivers is one of the most attractive feature present there The 'Karewa' is a Persian word, means *Wudars* and is plateau type features
- (b) Sloping Karewas or upper Karewas:** - This zone includes the flanks of Pir Panjal, from Kulgam and Qazigund in the Southeast to Shalura (Sopore) in the Northwest in the western side of the Valley The important *Karewas* of this type are found in Kulgam, Shopian, Budgam, Qazigund, Tangamarg, Gulmarg, Baramulla, Chari-sharief, Nagam and Arigam (Mir 1985 and Bhat, 1994) The average annual temperature of this zone ranges from 6 09° C to 19 5° C and average rainfall is 7 5 cm In this ecological zone mostly *Karewas*, loamy as well as sandy soils are dominated In this Ecological zone the rivers are knitting with Trout Fishing and partridge beats especially from Kulan to Ganderbal



Source: - Raza M., A. Ahmad, Ali Mohammad (1978): *The Valley of Kashmir, The Land*,

Fig. 3.2 (i)



Source: - M. Raza, A. Ahmad, Ali Mohammad (1978): *The Valley of Kashmir, The Land*

Fig. 3.2 (ii)

(iii) Lakes and *Nambal* Zone – Low Altitude Lakes

This ecological zone is further divided into the micro-ecological divisions. This zone is actually combination of two zones low Altitude Lake Zone as well as *Nambal* Zone. (Fig. 3.2 (iii).)

- (i) Wular Lake and *Nambal* Zone
- (ii) Dal Lake, Anchar Lake and *Nambal* zone

The largest floodplain lakes in the Kashmir Valley are Wular, Dal and Manasbal (Fig.3.2.b), all situated at 34°N latitude. Rains are frequent during winter and spring, from December-February. The precipitation in winter is mainly in the form of snow. These lakes are shallow, with the mean depth for all three ranging from 0.6 to 3.0 m, and the maximum from 5.8 to 13 m. Because of its shallowness Lake Wular does not thermally stratify, unlike Lake Manasbal, which experiences an oxygen deficit in the bottom layer of water (Wanganeo, 1984). Kashmir Valley lakes have water with alkaline character (pH 7.4-9.6), the high pH values in summer being the result of an intensive photosynthetic activity from rich phytoplankton. The vertical gradient of dissolved oxygen concentrations differs from lake to lake. In Lake Wular, which is mixed throughout the year, oxygen concentrations do not vary much from the surface to the bottom. Lake Manasbal and the Nagin basin of Lake Dal have a clinograde type of oxygen profile, i.e. with the depth the dissolved oxygen concentration decreases. The lower water layers of the two lakes get oxygen depletion during the summer period, which indicates that the lakes are eutrophic. This is further confirmed by high concentrations of phosphorus in summer. Zutshi (1989) noted a net positive input of 4.36 t of phosphorus and 39.2 t of nitrogen per annum in Lake Dal. This is the result of a high input of nutrients reaching the lake from human settlements, hotels and arable land surrounding it.

In Kashmir, wetlands called *sars*, serve as a natural refuge for a wide variety of organisms. The wetlands are situated on floodplains of the river Jhelum. While some wetlands, such as Haigam and Hokarsar, are maintained by the State Government as bird sanctuaries, as they provide excellent habitats for waterfowl, wild duck and geese migrating from China, Russia and other distant regions during winter, wetlands are also important habitats for fish.

Lakes and Nambal Ecological Zone

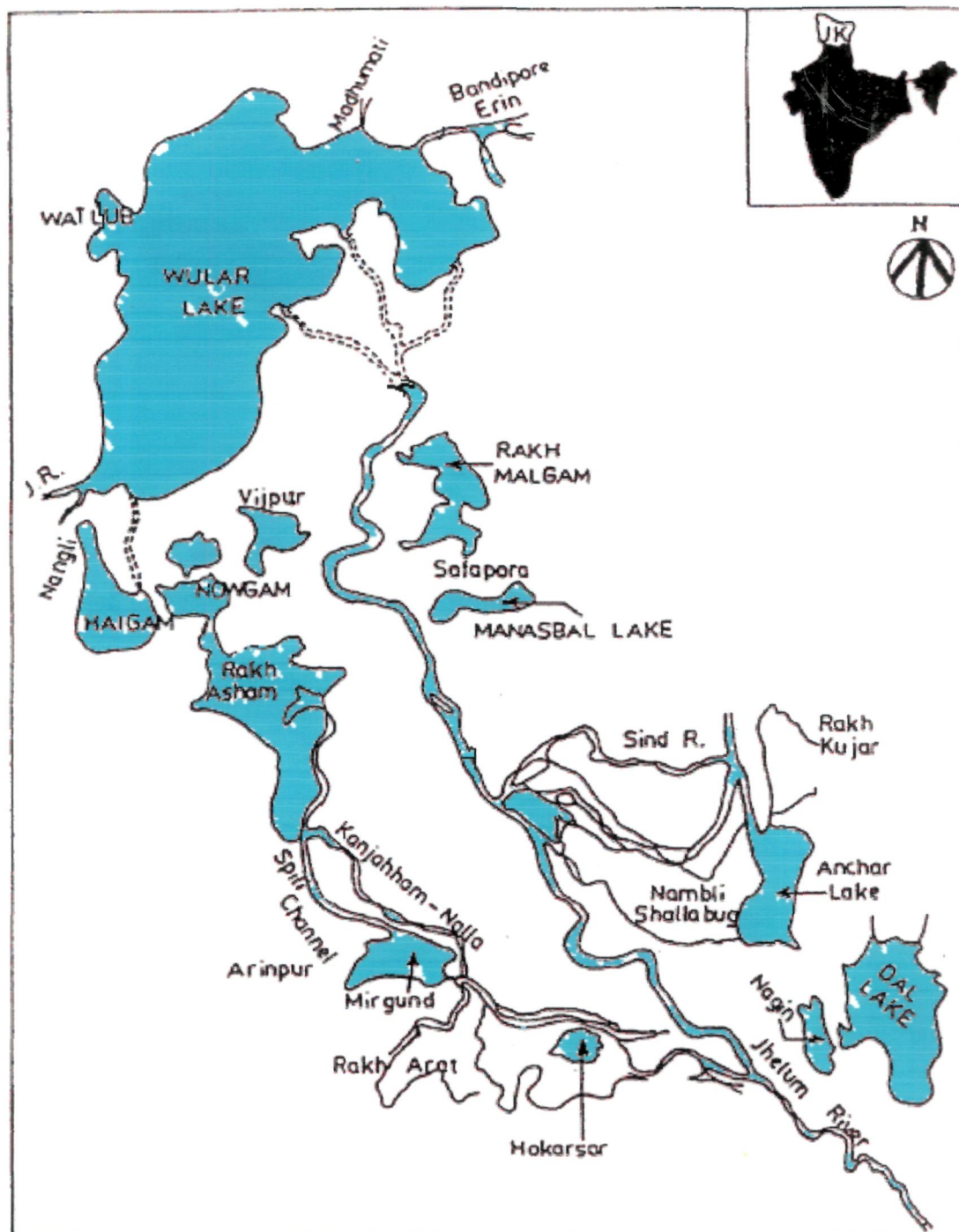


Fig. 3.2 (iii)

(iv) Side Valleys Ecological Zone.

This ecological zone lies between 7,000- 8,000 feet (2,150m to 2,450m) above the sea level and also includes the rim land area on either sides of the river Jhelum along the mountain ranges. The average annual temperature of this zone ranges from 6.2° C to 18.10° C and mean annual rainfall records about is 7.61 cm. In this zone the main cultivated crop is maize because it lies on the higher altitudes. This ecological zone includes the side valleys of (i) Sind side Valley up to Wangat and Sonmarg. (ii) Madhumati and Erin River side Valley. (iii) Pohru and affluent Valleys of the Lolab, Kahmil, Talar and the Mawar. (iv) Side Valley Bringe River. (v) Side Valley Arapal River (vi) Lidder side Valley (vii) Harwan River side Valley. (Photo Plate 3.2 a).

- (i) Sind side Valley up to Wangat and Sonmarg:** - The Sind valley is the most famous side valley of Kashmir through which the famous tributary of Jhelum River, known as 'Sind River' flows. Sind Valley sports beautiful scenery with diversified features. The valley was also the chief trade route between Kashmir and Central Asia. The Sind valley begins at Gandherbal and ends near Baltal at the base of the Zojila Pass covering a distance of 100 kms. Sonmarg, the Golden Meadow, is a beautiful tourist spot near the Thajwas glacier. The narrow valley of Sind is almost 87kms long and owes its name to the river Sind. This valley is having harsh climatic conditions during winter. The name 'Sonmarg' means '**Meadow of Gold**' and although this could be due to the profusion of flowers that carpet the meadow in the spring it is also possible that the name derives from Sonmarg's strategic trading position in the days when this was a major route into central Asia. The Sind River meanders along here and abounds with *Trout* and *Mahseer*. At a height of 2,740m, Sonmarg is the last major point in the Kashmir valley before the Zoji La pass into Ladakh. At the pass the green, lush Kashmiri landscape abruptly switches to the barren, dry landscape of Ladakh. Sonmarg is thus not only a good base for treks but also a jumping off point for trips into Ladakh. Wangat Valley is a small valley, no more than 6 miles from end to end. It has some spectacular sights, and stands out on its own among the valleys of Kashmir

- (ii) **Madhumati (Bodkol) and Arin River side Valley:** - From a point a little above Bunakut, the Valley starts opening up laterally, forming an alluvial triangle which leads itself to intensive exploitation. The Madhumati empties itself into the Wular Lake near Bandipur after traversing a course of nearly thirty kilometers. (Raza Moonis, Ali Mohammad. A. Ahmad. 1978)
- (iii) **Pohru and Affluent Valleys of the Lolab, Kahmil, Talar and Mawar.** This valley occupies the northwestern corner of Kashmir Valley. Consisting of a number of sizable tributaries, such as the Lolab, Kahmil, Talar and the Mawar, the Pohru has a series of palm- leaf shaped valleys with their interesting mosaic of land uses. Lolab Valley is a beautiful; the most fascinating, picturesque and oval shaped valley is situated in the Northwest of Kashmir Valley. Lolab valley has its own charm and is an eye-catching, small, compact region. It has green rice fields, fruit orchards and beautiful meadows. The valley is about 16 miles long and 3 miles broad, and lies about 50 miles off north of Sopore (Raza, Ali Mohammad, A.A. 1978). This valley is the fruit bowl of Kashmir and produces most of the exotic and famous fruits of Kashmir. There are good camp sites all along the way from Patalnag, Kambrial, Magmarg to Drass.
- (iv) **Bring River Side Valley:** - The main source of this river is the snow- melt from the Pir Panjal range. This valley is formed by the Anlan and Razparyin rivers. When these two rivers unit they form a beautiful side river valley.
- (v) **Side Valley Arapat Kol River:** - The Bringe River receives the water from two tributaries and forms the beautiful small riverside valley in the southeastern part of Kashmir Valley. In the northern side of this side river valley is a beautiful meadow while in the southern side of this river valley is another Side valley Known as the Bringe side river valley.



Photo Plate 3.2 (iv) (a) Side Valleys (i) Pohru (ii) Arin (iii) Wangat Sonmarg.



Photo Plate 3.2 (iv) (b) Side Valleys (i) Bring (ii) Aru (iii) Lidder.

(vi) **Lidder Side Valley:** -Inarguably the best of the Kashmir valleys, this valley resembles Scotland in many aspects. Lidder valley is full of lush meadows, glaciers and snow-covered peaks stretching over 40 miles. The valley starts at Kolahoi glacier and includes the well-known places like the Amarnath cave, Pahalgam, Dachipora and Kaurpora. The whole valley is breathtaking and draws visitors to its magical beauty. It is also very important from the trekkers' point of view. In the Liddar Valley, large glaciers are observed. From Lidder valley to Amar Nath cave lies the famous Sheshnag at an elevation of 14,000 feet, glaciers are prominent in this area. Flowers of rainbow colours are found in wild profusion in this valley. The mountain range across the gorge was carpeted with pine trees, but what was more striking were the forest-green plateaus damp from the clouds hugging the trees and skirting across the tundra grass. It is popular haunt of tourists. (Photo Plate 3.2 b iii)

(vii) **Harwan River Side Valley:** - This river valley is feeded by the famous glaciers Tarsar and drained into the Dal Lake. This side river valley is formed in the central part of Kashmir Valley.

A number of pilgrims and authors in the past and recent times have wrongly referred to the snow beds and snow fields along the Sind Valley, Chandanwari near *Panjtarangni* (*Panjtarni*), and *Amravati* as Glaciers. These snow beds (*Sheendob*) are nothing but fresh snow accumulated in depressions by snowfall snow creep, avalanches and drift snow in winter. A glacier (*Handar* in Kashmiri) is a solid mass of ice moving down the slope along the valley with an average velocity of 1 to 3 feet per day.

However, the vertical 'U' shaped profiles of almost all the valleys in the upper reaches of Kashmir, including Sind and Lidder and their tributaries, have been carved by glaciers during Pleistocene times. The glaciers have since retreated to higher levels; some have disappeared, while a few still remain like Kolahoi, Koenjhar in the South East of Sheshnag, Machoi near Zojilla pass, *Harmukata* (Harmukh) in upper reaches of Sind and *Amuravati* near Mushran. In the area under review during the Pleistocene times glaciers extended much below down stream of Gagganjir and Pahalgam in Sind and Lidder Valleys respectively.

(v) High Altitude Ecological Zone – Glaciers and Lakes.

This ecological zone lies above 8,000 feet (2,450- 2,750m) above the sea level. The average annual temperature of this zone ranges from 2.80° C to 8.60° C and mean annual rainfall records about is 6.74 cm. The region is more suitable for adventure tourism like, trekking, skiing, rock climbing, hunting, shooting and others snowy sports. The main tourism potential of this region are; (i) The higher elevation lakes (ii) Higher elevation glaciers

(i) The Higher Elevation Lakes as a Major Source of Tourist Attraction: - There is a lake in every corner of the Kashmir Valley and there is one at Sonmarg also. The high elevation lakes generate tourist activities attracting the trekking from the different parts of the world. There are about 11 lakes (sars) within the valley and 13 lakes (sars) just beyond it but all are accessible through Sind valley by trekking routes. Of all 24 lakes 5 are important for fishing point of view viz. Gangabal Lake (3658m) Nund Koul (3600m) in the valley and Vishinsar (4084m), Krishinsar (3812m) and Gadsar (4180m). Other lakes outside the valley are Kaulsar (3740m), Zadsar (3880m), Chamersar (3820m), Sarbalsar (4080m), Shirasar (4200m), Salnaisar (4045m), Lalgulsar (3819), Vishinsar (3677m) and the lakes within the valley are Salmasar (3800m), Gumbarsar (4013m), Khimsar (4100m), Kansar (3990m), Hokasar (4000m) north, Yamsar (3800m), Hokasar south (3900m) and Sonasar (3870m) (Survey of India 1971). The road proceeds from Sonmarg to Bisansar Lake via Nichinai Pass, crossing the river at Nichinai Pass stands the Bisansar Lake at an altitude of 4, 084m, with its lovely natural beauty. Beside the lake is the Krishnasagar Lake at an altitude of 3,801m, popular for Trout fishing. Besides Tarsar and Marsar lakes are famous in tourists for the breaking of ice when the stone pebbles are thrown in these lakes.



Photo Plate 3.2 (v). High Altitude Glaciers and Lakes.

(ii) Higher Elevation Glaciers: -The Kashmir Himalayas which surround the Sind valley on north and south east are shaded with 38 glaciers among which the Thajwas at an altitude of 3820 meters is quite significant from the tourist point of view. These glaciers are the perennial source of the feeding streams of river Sind. Almost all the southeastern side of the valley is flanked with 60% of the total glacier in the valley. The north western mountains of the valley are shaded with 16 glaciers while as 22 glaciers are sprinkled over the south and the south eastern mountains. The Kolahio glacier is an important water source of the Valley Kashmir. Besides these lakes, which are fed by the melting snows from the mountains, there are hosts of mountain tarns formed by the glacial action and other phenomenal activities of range nature. There are several glaciers on Haramoukh. On the South side they only descend to about 13,500 ft., but alter the North 1,500 ft lower. They are fed by the large snowfields on the summit, which are of great thickness.

(vi) Water Bodies and Stream Ecological Zone.

For its fresh-water lakes and tarns, Kashmir is known in the entire world. Those lying in the Valley against the charming mountain background are: the Wular Lake, the Dal Lake and the Manasbal Lake. The Wular is the largest fresh-water lake in India and according to some, perhaps in Asia too. It is 121 miles long and 5 miles broad. It lies to the north-east of the valley with mountains overlooking it. The Dal Lake lies on the suburbs of Srinagar in the east. It is at the foot of the mountain range. The lake is 4 miles long and 11 miles broad. Against the mountain background which is reflected in its calm expanse and enclosed by trees the lake looks superb. In summer, it is a paradise for visitors who glide over its waters in *shikaras* and houseboats. (Vass *et al.*, 1989). The Manasbal Lake is the deepest lake in the country. Its greenish-blue waters are wondrous and beautiful. Twelve high-altitude lakes are located in Kashmir at a distance of 60 to 130 km from Srinagar. The location of these lakes is shown in Fig. 3.2 iii. The 12 lakes are located from 3200 m to 3819 m in altitude. Some lakes reach a maximum depth of 80 m. The high mountain lakes have rocky watersheds, with little or no plant cover. Summer rains are scarce and the water in the lakes comes mainly from snowmelt from glaciers on the surrounding mountains.

The lakes are covered with ice for six to nine months. Water transparency in the glacial lakes is determined by the concentration of suspended sediments, which are mainly glacial silt and by plankton in summer months. Water transparency ranges from 0.5 to 12 m Secchi disc (Vass *et al.*, 1989). Summer surface water temperature reaches 15°C, but the average summer water temperature does not exceed 13°C. Phytoplankton is dominated by diatoms, followed by green algae. Lakes Konsernag and Kishansar are rich in blue-green algae (Vass *et al.*, 1989).

Zooplankton is dominated by copepods. Of the twelve lakes, six contain fish. Four lakes (Gangabal, Nundkol, Kishansar and Vishansar) contain the exotic brown trout (Vass *et al.*, 1989). Lakes Gadsar and Zumsar have an endemic schizothoracine *Diptychus maculatus*. This fish is also present in the inflowing streams. Like other schizothoracines, it feeds on benthic plants, mainly on those attached to rocks and stones, and on the associated benthic invertebrates. *Diptychus*, which is a common fish in the two lakes, reaches 225 mm and 125 g in weight at the age of 7 years. It has a low fecundity of up to 380 eggs (in a 125g female). It is fished for subsistence by herdsmen during summer. Brown trout is allowed to be fished with fly, but only by licensed anglers. These fishes are also the source of attraction in Kashmir Valley because trout fish is only found in the upper river courses. Besides Tarsar and Marsar are very much important for tourist attraction. Bisansar Lake & Krishnasagar Lake is also attractive lakes in Kashmir Valley at higher altitudes.

Streams also play an important role in the development of agriculture and horticulture in the Kashmir Valley. Few tourists also come for visiting of apple gardens and other type of scenic beauties like, saffron cultivation, tulip gardens and other type of gardening in Kashmir Valley. The stream flow and their paths have been discussed in chapter 1. Besides lakes and streams whole of the valley is sparsely dotted with beautiful and enormous springs which make drinking water available to tourists at various spots during trekking. The transparent waters of these springs are frizzed cold during summers and comparatively warm during the winters. Such characteristics of spring waters have provided them more tourist attractiveness in terms of its use.

(vii) Meadows and Pasture Ecological Zone

An abundant supply of sunshine and moisture are the only necessary condition required for the growth of grasses in these high land meadows, called *margs*. These pastures cover extensive areas on the periphery of glaciers on tracts having glacier moraines and other deposits providing the soil base for the rapid generation of grasses under optimal climatic conditions. The presence of **pastures and meadows** have ramified the beauty of the valley more in the sense that they provide camping sites to the tourists these meadows are situated normally 2800 meters, surrounding by the forests, carpeted with green grass and area subjected to grazing by cattle during summers and under snow cover during winters. On the northern side of the valley the important meadows at different elevations are Meg and Ob (3800 m), Lab Pather (2800m), Purni bal pather (4200m), Salnai (3800m), Shajimarg (3600m), Nichinai (3700m), Nichimai (3700m), Bushkab Pather (3800m), Kain Pather (3800m), Lashimarg (3000m), Katha Pather (3800m), Tosha Maidan (3200m) Boda Pather (3900m), Larmarg (4000m), Khar Pather (3400m), Posh Pather (3400m), and on the southern side the important ones are Posh Pather (3760).

Baltal: This beautiful meadow is right at the foot of the Zoji La pass and thus is the final place in Kashmir. The river from the foot of the Amarnath glacier meets the Indus near Baltal. It stands at a height of 2,743m and during the Amarnath pilgrimage there are tents set up here. It is possible to walk to the Amarnath cave, more usually approached from Pahalgam, in one day. The weather can be treacherous and at other times melting snow and ice make the route very dangerous. There's now a jeep road most of the way to the cave. The turn off to Baltal is at 94-km on the Leh road, and then it's 3-km or so downhill. The grasslands occupy about one-tenth of the total tehsil area in the Valley. These meadows and pastures are occupied by the *Gujjar* and *Bakkarwals* of the Valley of Kashmir. 16 clans of *Gujjar* and *Bakkarwals* are found in the Kashmir Valley. From last 200 years their catchments, their areas of grazing are decided and move along river courses. As compared to the other population of the Valley the *Gujjar* and *Bakkarwals* are having different life style, traditions and rituals. Upto October each year they reached 14000 feet elevation. *Gujjar* and *Bakkarwals* are mostly living above 7000 feet elevations.



Photo Plate 3.2 (vii). Meadows and Pastures

They are having different life style, and even cannot compare with the Valley people at any type of activity. Nearly 65% area is covered by these tribal people and contributes only 11% of the total population of the state. *Gujjars* and *Bakkarwals* constitute a significant proportion of the population of the State. In general, they have nomadic character and largely depend on flocks and cattle keeping for their livelihood. The major concentration of *Gujjars* lies in Jammu, Rajouri, Udhampur, Poonch, Uri, Ganderbal, Anantnag, Daksum, Narang and the Kandi areas of the Jammu and Kashmir Divisions. Although some of them have started developing land connections, they are essentially cattle rearers and a section of them - *Bakkarwals* regularly oscillate between the southern slopes of the Siwaliks and the Margs (Alpine-pastures) of the Central Himalayas. In the State of Jammu and Kashmir the *Gujjars*, on the basis of their occupations and settlements are classified as (i) cultivators who have sedentized themselves in the side valleys, and (ii) the *Gujjars* who practice transhumance. The second category is further sub-divided into *Dodhi-Gujjars* (milkman) and *Bakkarwals Gujjars* (who rear sheep and goats). The houses of the *Gujjars* and *Bakkarwals* are locally known as *Kothas* and *Bandis*. It is generally a mud-house against the slope of a hillock. The walls are devoid of any ventilation except a small entry door. In one of the walls there is a small hole, which is the only outlet for all types of bad gasses and smoke. The shelter though unhygienic protects them and their cattle from severe colds of December, January and February.

The *Gujjars* and *Bakkarwals* in the Kashmir Valley are the followers of Islam, excepting a few who are settled in Bimber, Mirpur and Rajouri. The *Gujjars*, because of their strict religious adherence, have emerged as the most outstanding tribe who are trusted for their honesty. So far as the dress is concerned, the males wear a long shirt and a trouser as per the tenets of Islam. Besides, they wear a turban of a peculiar style. The ladies usually wear a long shirt and *Shalwar* with a cap or *Dupatta* on their head. Though *Purdah* system among ladies is not observed, they avoid facing the strangers. *Gujjars* are known for their hard work and gentle nature. Rearing of cattle, horses, goats and sheep is their main occupation. They have simple food habits. Maize, milk and milk products are the main ingredients of their diet. They usually start their day with a glass of milk and *Chapaties* (bread) of maize. The same food is being repeated at lunch and dinner. They do not use any type of toxic drinks as taking liquor is

prohibited in Islam. Even tea is not consumed by all the *Gujjars*. The *Gujjars* and *Bakkarwals* have no written language and no history beyond word-of-mouth tales and traditions. They have no art beyond traditional tribal songs and the simple tribal patterns they weave into their clothes. Although they live on products of their flocks yet some of them cultivate little maize on the slopes in the narrow valleys with spade and hoe. They don't use vehicular transport instead they use draught animals. The assets and resources vital to them are pasturelands, migration routes and water-resources. These resources and assets are owned commonly by the tribes and maintained collectively. They have a subsistence type of economy and try to produce everything they need in their daily life.

3.3 Tourist Attractions of Kashmir Valley

The notion of tourist attractiveness has been epitomized into a simple formula (Singh) 1987

The tourist attractions of a region or district (J) is

$T_j = f(N_j, S_j, H_j, R_j, I_j)$ Where, T_j = Tourist attractiveness

N_j = Natural factors

S_j = Social factors

H_j = Historical factors

R_j = Recreational and shopping opportunities

I_j = Accessibility and Accommodation above minimum tourist quality

Source: Singh T V, 1987 Paradox of mountain Tourism, Case Reference from the Himalayan Industry and Environment, Vol IX, No 1, Paris, U N E P

The criteria also provided a reasonably complete set of considerations, which came into use in judging the tourist attractiveness of a region. The index of tourist attractiveness which has been evolved, mainly for establishing priorities among competing tourist regions would as well be used for assessing the touristic values of a particular region. Kashmir Valley's physical landscape, natural features and cultural heritage capable of stimulating tourist activity. To say that Kashmir Valley is beautiful sounds euphemistic. Certainly not all parts of Kashmir are equally beautiful. The Kaleidoscopic landforms consisting of Green Valleys, Alpine forests, wild rivers,

V- shaped Valleys, Cascading rapids, Waterfalls all this appeals to eyes. Similarly Kashmir Valley's culture, culture of tribal people, music, dance, festivals, religious places, and historical places stands out more prominently to catch the eyes. All this shows that Kashmir Valley has the potential tourism resource to attract tourists.

The following given points are attractive in the Valley of Kashmir

- (i) Tourist centers (Scenic beauty)
- (ii) Weather and tourist attractions.
- (iii) Snow fall – A Major Source of Tourist Attraction
- (iv) Religious and Historical places
- (v) Kashmir as a bowl of fruits
- (vi) Saffron cultivation- A Major Source of Tourist Attraction
- (vii) Cultural Attractions, Behavior and Participation of People.

(i) Tourist Centers (Scenic beauty)

Srinagar – The Lake City

Srinagar- the summer capital of the state of Jammu and Kashmir is located on the western side of the state and is a favorite tourist destination in Jammu and Kashmir. Srinagar is located in the heart of the Kashmir Valley at an altitude of 1,730 m above sea level, spread on both sides of the river Jhelum. Srinagar is a unique city because of its lakes-the Dal, Nagin and Anchar, scenic beauty and the Mughal gardens. The Dal and Nagin lakes enhance its picturesque setting, while the changing play of the seasons and the salubrious climate ensures that the city is equally attractive to visitors around the year. Srinagar is popular among tourists for its lakes and the charming rows of houseboats floating on them. It is also known for traditional Kashmiri handicrafts and dry fruits. The best time to visit Srinagar is from June to early November in summer and from December to February in winter. Other interesting tourist attractions are the Hazratbal mosque and the Hari Parbat fort. Srinagar is known for its shops where fine Kashmiri furniture and woodcarvings are sold. (Photo Plate 3.3 i(a))

The people of Srinagar are tall and fair and the sight of rosy-cheeked children going to school or rowing small boats on the Dal Lake is a picturesque sight. The area around Dal Lake is also a favorite place for visitors who sit on the banks of the Dal

Lake and watch boats float by, or venture out on a boat ride. Srinagar basically has an alpine weather, as the summers are mild and winters are cold. Srinagar has several tourist attractions; some of these are the Dal Lake, the Nagin Lake, Shankaracharya Hill, the Hari Parbat Hill that is situated on top of the Sharika Hill and the Charar-e-Shareif shrine, which is situated on the way to Yusmarg. The Dachigam National Park is situated at 30 kms away from Srinagar. Srinagar also offers adventure sports facilities for tourists in Dal Lake.

Dal Lake

The fabled sweet water lake is one of the most well-known tourist destinations of Kashmir. The lake is an intricate waterway divided into three parts - *Gagri bal*, *Lokut Dal* and *Bod Dal*, by a series of causeways. The lake is 6.4 km long and 4 km wide and is divided into 3 parts by man-made causeways. Two small islands within the lake are popular picnic spots. *Sona lank* (gold island) and *Rupa lank* (Silver Island) are also known as *Char Chinar* because they both have 4 Chinar trees on them. Tourists can enjoy *Shikara* (boats) rides or they can stay and experience Kashmiri hospitality aboard the numerous houseboats. Water sports like water skiing, water scooter, canoeing and other sports can also be done.

Wullar Lake

Wullar Lake lies at a distance of 60 kilometers from Srinagar. This lake draws water from the northern river, Jhelum and it is the largest fresh water lake in India. Wullar Lake has a width of 10 kilometer, length of 24 kilometers. The shores of this lake are not clearly defined. Several small streams, viz. Harbuji, the Aarah, Erin and Pohru streams flow into the Wullar Lake. Tourists visit to the Wullar Lake includes a visit to the town of Bandipora that lies near the Wullar Lake. Bandipora is a popular tourist attraction situated on the eastern bank of the Wullar Lake and is popular for its woolen blankets. **Nal Sarovar bird sanctuary** that is situated near the Wullar Lake is also an important tourist destination

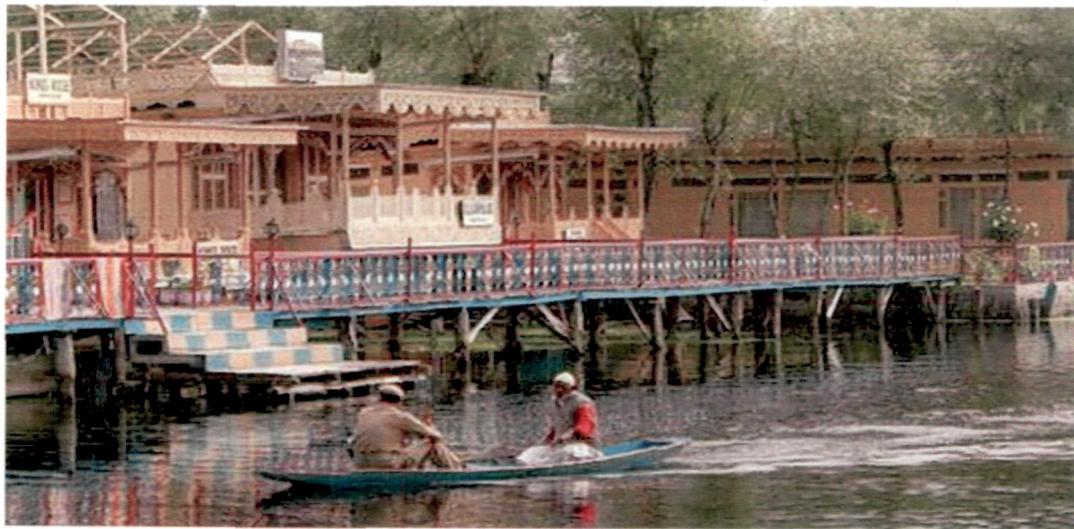
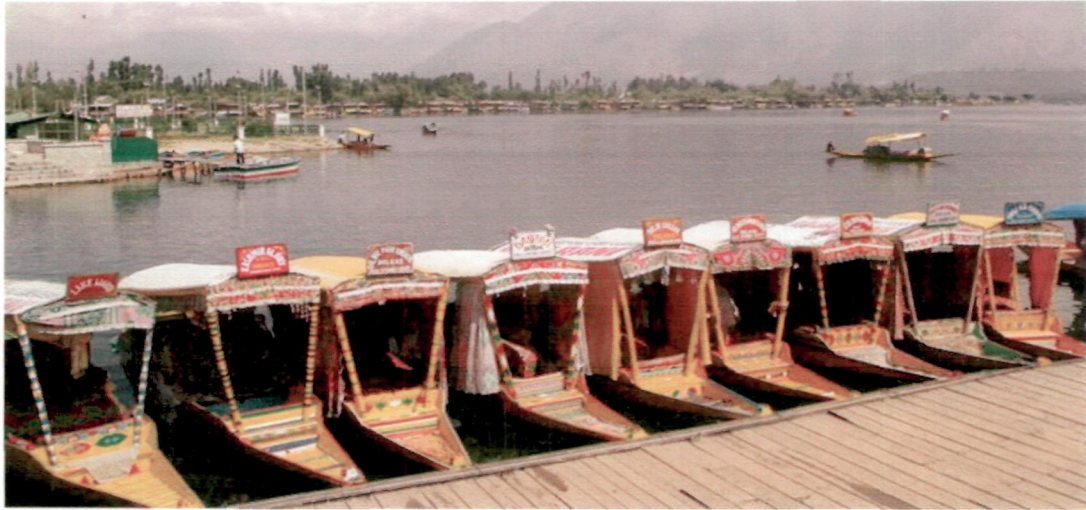


Photo Plate 3.3 (i). (a) Dal-Lake and Houseboats.

Delineation of Dal Lake



Fig 3.3 (i)

The Mughal Gardens

With terraced lawns, cascading fountains, and paint-box-bright, flowerbeds with the panorama of the Dal in front of them - the three Mughal Gardens of Cheshma Shahi, Nishat and Shalimar are the Mughal Emperor's concept of paradise and are today very popular places for picnics and excursions. There are numerous large and small gardens or '*Baghs*'. (Villiers S 1913)

Cheshma Shahi (The Royal Fountains)

Close to Srinagar is the smallest of the Mughal gardens. This garden is attributed to Shah Jahan and is set in beautiful surroundings. At Chashma-shahi, is a tastefully laid garden in terraces, which commands a magnificent view of the Dal Lake below and surrounding mountain ranges. The cool water of the spring is highly refreshing and digestive. The original garden was laid out by Shah Jehan in 1632 AD. (Table 3.3)

Nishat Bagh (The garden of spring)

Nishat garden is situated on the banks of the Dal Lake, with the Zabarwan Mountains as its backdrop, this 'garden of bliss' commands a magnificent view of the lake and the snow capped Pir Panjal mountain range which stands far away to the west of the Valley. These magnificent gardens designed by Nur Jahan's brother Asaf Khan, were laid down in 1633 and are among the largest of the Mughal gardens. They lie right on the edge of the Dal Lake and have numerous terraces, beautiful lawns, beautiful flowers and fountains. (Villiers Stuart, 1913).

Shalimar Bagh

This most beautiful of all the Mughal gardens was built for Nur Jahan, "Light of the world", by her husband Jehangir in 1616, is a beautiful garden with sweeping vistas over gardens and lakes, and shallow terraces. The gardens are straight out of a fairy tale. The top most of the four terraces called the '**Abode of Love**' was reserved for the emperor and the ladies of court. There is a huge tank, and around 150 fountains dazzle with their display. Electric lights add charm to the beautiful atmosphere.



Photo Plate 3.3 (i) (b) (i) Mughal Gardens (ii) Tulip Graden.

The garden is 539 m by 182 m and has four terraces, rising one above the other. A canal lined with polished stones and supplied with water from Harwan runs through the middle of the garden. The fourth terrace, by far the best, was once reserved for royal ladies (Villiers Stuart, 1913)

Nasim Bagh

Built by Akbar in 1586, these are the oldest of Kashmir's Mughal gardens. It is a beautiful camping ground which is however restricted these days. This garden offers a splendid view of the Dal Lake. According to historical sources available about the laying of the garden, it is said that during this moonlit night some twelve hundred Chinar saplings were simultaneously planted and were nourished for six months with pure milk. These chinar saplings were nourished and nurtured like babies and finally Bagh-E-Nasim became a reality. Nasim Bagh can become one of the favourite destinations in tourism itinerary. Bagh-e-Nasim can attract nature-lovers. The rustle of chinar leaf under the feet has forced many dignitaries to visit Kashmir again during autumn.

Tulip Garden

Above the eastern bank of Srinagar's Dal lake stands the Zabarwan Mountain, the famed Chasma Shahi Mughal Garden and Dara Shikoh's Observatory called Pari Mahal are located here. At the feet of the mountain sprawls Shiraz Bagh, thoughtlessly renamed the Indira Gandhi Tulip Garden recently. Shiraz, who laid the foundation of this garden, was a general in the Dogra Army about 150 years ago. The tulip garden spread over an area of 5 hectares and earlier known as Siraj Bagh has also been rechristened Indira Gandhi Tulip Garden. Around 1.2 million tulips of 60 varieties have been grown in this garden this year. In 2007, 30,000 tourists visited the garden. This year about 2,00,000 visitors are expected (Photo Plate 3.3 i(b)).

PAHALGAM - The Valley of Shepherds

The Pahalgam valley is situated at the confluence of the Seshnag Lake and the Lidder River. Pahalgam (2,130 m) was once a humble shepherd's village with breathtaking views. Pahalgam is basically a cluster of eight villages. The word '**Pahalgam**' literally means, the Valley of Shepherds. Tours to Pahalgam is associated with the annual Amaranth yatra. Now it is Kashmir's premier resort, cool even during

the height of summer when the maximum temperature does not exceed 25°C. The region is extremely popular among tourists for its outdoor activities like fishing, horse riding, golf and trekking. It serves as the base camp for many expeditions and excursions such as Kolahoi Glacier, Sheeshnag, Sonmarg, Harwan and the Amarnath Yatra. Pristine camping grounds under the shadow of tall pines trees are delightful.

Pahalgam offers several tourist attractions like, Baisaran meadow that is surrounded by pine forests on all sides. Pahalgam has within it no fewer than eight tiny villages, one of which is Mamal. There is a Shiva temple here, generally considered to be Kashmir's oldest existing temple, dating to the 5th century. There are excellent fishing opportunities at the Lidder River. Tourists are issued permits to go fishing on the Lidder River. These permits are issued for maximum three days at a time. Most tours and travel packages to Pahalgam offer opportunities to tourists for outdoor activities such as fishing. There are ample opportunities for tourists to enjoy horse riding up to the Thajwas glacier. (Photo plate 3.3 i(c) i)

Pahalgam offers excellent opportunities for hiking, riding and fishing. Around Pahalgam are many places of interest, and because the resort is set between fairly steep hills, it is worth hiring a pony rather than walking. Pony fares are posted at prominent locations. The most beautiful of these is the huge, undulating meadow of Baisaran, surrounded by thickly wooded forests of pine. Hajan, on the way to Chandanwari, is an idyllic spot for a picnic. Filmgoers will recognize it instantly as it has been the location of several movie scenes.

GULMARG- The Meadow of Flowers

Gulmarg lies at a distance of 56 kilometers from Srinagar. Originally called 'Gaurimarg' by shepherds, its present name was given in the 16th century by Sultan Yusuf Shah, who was inspired by the sight of its grassy slopes emblazoned with wild flowers. Gulmarg was a favourite haunt of Emperor Jehangir who once collected 21 different varieties of flowers from here. Gulmarg is one of the most frequented hill resorts in the state of Jammu and Kashmir. The word '*gul*' means flowers, and thus the name '**Gulmarg**' stands for a meadow of flowers. Flowers that bloom in this meadow include bluebells, daisies, forget-me-nots and buttercups. Gulmarg is a beautiful world of flowers. Picturesque Gulmarg Biosphere Reserve and the Alpather Lake add attraction to Gulmarg. In fact the prime tourist attractions for those who

travel to Gulmarg include skiing and Heliskiing, green golf courses and the gondola lift. The 'Gulmarg Biosphere Reserve' is located at a distance of 48 kilometers from Srinagar is one of the most attractive wildlife reserve. (Photo plate 3.3 i(c)ii)

The Alpathar Lake lies frozen till the month of June and it lies at the base of the Apharwat Mountain. This lake is located at a distance of 13 kilometers from Gulmarg. The Alpathar Lake and the melting snow and ice from the Apharwat Mountain form the Ningli Nallah. This stream also forms an attractive tour site. Depending on the season, nature's colours could be the translucent green of spring, summer's rich emerald, or autumn's golden hues, when scarlet chillies festoon windows of village homes. Today Gulmarg is not merely a mountain resort of exceptional beauty- it also has the highest green golf course in the world, at an altitude of 2,650 m, and is the country's premier ski resort in the winter. Tourists who travel to Gulmarg visit this beautiful and panoramic golf course, if not to actually play the game, but to admire the lush green land slopes that incline gradually and form a sight to behold.

As far as adventure sports are concerned Gulmarg is a trekking base for those who trek to the Pir Panjal Range, Nanga Parbat and Khilanmarg. Gulmarg offers you facilities for hiring trekking equipment and local guides. Most of the resorts in Gulmarg provide all the facilities along with world-class equipment for those keen on skiing. Khilanmarg is an important skiing center. The skiing season commences in December and goes on till the month of April.

SONMARG - The Meadow of Gold

The word '**Sonmarg**' literally means the meadow of gold. Sonmarg lies at a distance of 84 kilometers from Srinagar. Sonmarg lies at an altitude of 2,740 meters above the sea level. To be precise it lies on the Srinagar-Ladakh road. The Sind River flows through the region. Sonmarg is a hill resort. It is also a base camp for those visiting Laddakh. As far as tourists activities are concerned, travel to the Sind River in Sonamarg offers ample opportunities for fishing. The Krishnasar Lake is also a site for fishing. (Photo Plate 3.3 i(c) iii)

Sonmarg is also a trekking base. A number of hiking and trekking trails makes Sonmarg an interesting place to travel. Sonmarg is known for its natural beauty; in fact it is popular for its alpine flowers, sycamore, silver birch and pine trees. One of these is the Baltal camping base. Nilagrad is another tourist spot, where a small stream meets the Sind River. Sonmarg is well connected by road to Srinagar. Two hours need to reach Sonmarg from Srinagar. The drive to Sonmarg is through the Sind Valley which presents yet another spectacular facet of countryside in Kashmir. The glaciers at Thajiwas are also an important tourist attraction Ponies can be hired for the trip up to Thajiwas glacier, which is a major local attraction during the summer months. Sonmarg is the base of a major trek that passes along several mountain lakes –Vishansar, Kishansar, Gadsar, Satsar and Gangabal.

Sonmarg is the take off station for the drive to Laddakh across the Zojila, a major pass in the Great Himalayan Range, through which the Srinagar-Leh Road passes. Sonmarg is also a base for undertaking the yatra to the holy Amarnath cave, during Sawan Purnima.

Harwan

In Harwan (19 kms from the Srinagar), remarkable remains of ancient ornamented tile pavements of the Buddhist period are found. The tiles depict the dresses of the people, such as loose trousers, Turkoman caps or close fitting turbans and large ear-rings which reveal Central Asian influence. Harwan Lake is a clean and pure water lake, set among the mountains, with its dark green waters reflecting the lofty peaks of Mahadeo. The surrounding scenery is some of the best in valley. This lake joins the reservoir of Srinagar city water works. Below the lake are the famous hatcheries where rainbow trout are breed.

Pari Mahal (House of the Fairies)

Once the royal observatory, 'Pari Mahal' has a charmingly laid out garden and is a five-minute drive from Cheshmashahi lie the ruins of this astronomical observatory built by Dara Shikho, a Mughal emperor and Aurangzeb's elder brother. Pari Mahal offers a fine view of the Dal Lake and has beautiful terraced garden, which has been renovated in the recent past.



Photo Plate 3.3 (i) (c) (i) Pahalgam (ii) Gulmarg (iii) Sonmarg.

**Table 3.3: -Tourist Attractions: Scenic Beauty in Kashmir Valley
(2006-2007)**

Scenic Beauty	Peaks (in m)	Water Falls	Valleys	Passes	Center of Attraction
Green mountains, Pari Mahal, Alpine meadows, Water falls, White water, The Meadow of Gold, Alpine forests, Pine forests, Orchards, Wild rivers, Deep Gorges, Mineral springs, Cascading rapids, U and V shaped Valley. High altitude lakes, Glaciers,	K2, Gasharbrum, Masharbrum, Rakaposhi, Nanga Parbat, Kamet, Devi, Trisul, Kolahio 5425, Tatukuti 4743, Harmukh 4876, Jatakuti 4743 Parasing 4583, Amarnath 5003, Kousarnag 4436, Nabapir 4287, Kankut 4107, Aheratop 3974, Sundartop 3,877.	Ahrabal fall,	Sind Wangat Sonamarg, Madhumati, Erin, Pohru Lolab, Kahmil, Talar, Mawar, Bring, Arapal, Lidder, Harwan,	Pir Panjal, Banihal, Budial, Halan, Didamgali, Rupri, Darhal, Naba, Haji, Chhoti	Sonmarg - The Meadow of Gold, Gulmarg- The Meadow of Flowers, Pahalgam - The Valley of Shepherds, Harwan, Nasim Bagh, Shalimar Bagh, Nishat Bagh, Chashma Shahi, The Mughal Gardens, Wullar Lake, Dal Lake, Nagin and Anchar. Sheshnag lake, Kounsarnag lake

Source: Based on Field Survey (2006-2007)

A Buddhist monastery at one time, it was converted into a school of astrology by Dara Shikoh, Mughal Emperor Shah Jehan's eldest son. Situated on the spur of a mountain overlooking the Dal, the ancient monument, with a well-laid spacious garden in front, is connected to Cheshmashahi by road. It is illuminated at night.

The Jhelum River and its Bridges.

The Jhelum River or the '*Vyath*' as it is called in Kashmir, is the great waterway of this mystical land into which lakes, fountains, streams and rivers drop down in a manner forming an arterial system of the valley of Kashmir. The river winds through the valley and expands and deepens into the Wular Lake. This river is famed for its nine old bridges. Along the river are some well known towns and hamlets like Baramulla, Anantnag, Sopore, Sumbal and Manasbal Lake. The river flows along scenic locales and offers excellent boating and fishing opportunities.

(ii) Weather and Tourist Attractions.

Another amusement of Kashmir is its weather. Kashmir is a land where **myriad holiday** ideas are realized. In winter, when snow carpets the mountains, there is skiing, tobogganing, and sledge riding, along the gentle slopes. In **spring** and **summer**, the honey-dewed orchards, rippling lakes and **blue skies** beckon every soul to sample the many delights the mountains and valleys have to offer. Golfing at 2,700 m above the sea, water-skiing in the lakes and angling for prized rainbow trout, or simply drifting down the willow fringed alleys of lakes in *shikaras* and living in gorgeous houseboats are some of the most favoured ones. **Spring**, which extends roughly from **March to early May**, is when a million blossoms carpet the ground. The weather during this time can be gloriously pleasant at 23° C or chilly and windy at 6°C. This is the season when Srinagar experiences rains, but the **Showers are brief**.

Summer extends from **May until the end of August** the whole Valley turns into a mosaic of varying shades of green. Light woollens may be required to wear out of Srinagar. In higher altitudes night temperatures drop slightly. Srinagar in summer experiences day temperatures of between 25° C and 35° C. During summer the whole Valley is a mosaic of varying shades of green - **rice fields, meadows, trees, etc** and Srinagar with its lakes and waterways is a heaven after the scorching heat of the

Indian plains Summer is pleasant but winter is cold and there is snowfall Annual rainfall of the valley recorded is about 75 cms It rains in July and August and also in March and April August is the warmest month when temperature rises to 85 deg F January is the coldest month when the temperature falls down to below zero Longest sunshine hours are in September, October and November The onset of **autumn**, perhaps Kashmir's loveliest season, is towards September, when green turns to gold and then to russet and red The highest day temperatures in **September are around 23°C** and night temperatures dip to 10 ° C by October and further drop by November, when heavy woolens are essential

In early November, the birch trees turn golden, the apricot red, the willows and poplars bright yellow and the giant *chinars* bright rust. One corner of the Valley - from Pampor to Khru - is abloom with the *kong posh*, known to the world as *zafran* or saffron of the best quality, *zafran* from Iran and Spain is used to adulterate the Kashmiri species In another week, the bluish purple flower with delicate yellow stamens will have been plucked, dried and stored in many homes Peasants hang dried grass for their cattle from the trees The ground is a riot of colour with the dry leaves of chinars, poplars, willows and apricots. These are slightly burnt and turned into coal for the *kangri*, the small, brightly designed earthen stove from Siir, Zainapora or Chrar-e-Sharif that Kashmiris carry under the *pherans* and even sleep with at night The haze and scent of the smoke of burning leaves is inseparable from the sensuous early winter of the Valley

When the trees are bare, the fields are ploughed and manured, and mustard and wheat sown for spring, Kashmir is ready for *chillai kalan* - the coldest stretch of winter, which begins on December 22 and lasts until January 30 There is no colour left, yet the brightest of Kashmir's seasons is about to start With snow, even a dark and cloudy day lights up With sleeves hanging loose from the wearers' shoulders, *pherans* burgeon at the midriff as people clasp *kangris* to their stomachs *Chillai kalan* is upon them

The snow that falls during this period stays until summer, melting slowly Nature has been quite fickle over the past decade in the Valley Then on December 15 and 16, Kashmir had its first heavy snowfall, indicating an end to water shortage in the towns and better crops for the farmers If it continues to snow through this season,

it will remain in the higher reaches through *chillai khurd* (small cold) that occurs between January 31 and February 19 to *chillai bachh* (baby cold), which is from February 20 to March 2, and will provide water for the fields until next autumn.

(iii) Snowfall – A Major Source of Tourist Attraction

Billions of snowflakes fall in a moment and not one of them is the same. The snow covers the Valley's hills and hollows, the oppressed and the oppressor, gardens and houses, Army camps and hotels, boulevards and dirty alleys. For a time there is peace and quiet all around. Even a footfall seems sacrilege. Everything is white, yet there is much variety. Buildings, bridges and embankments create patterns in the snowscape. Snow carpets their intimate contours, highlighting their massive grandeur. On the boulevard next to the Dal Lake, there is an old and ample house, whose exquisite architecture must have been planned with snow in mind. Its filigreed outlines are exceptionally lovely in the snow. The burnt wreck of the old and graceful cottage industries house looks decidedly cheerful. Even the opulent houses built with more money than aesthetic sense temporarily acquire a faint allure about them. Snow transforms everything into beauty. (Photo Plate 3.3 iii)

The heavy snow on the mountains that surround the Valley lasts until late summer and is spectacularly beautiful. Zoji La, the pass to Laddakh, is soon buried under eight metres or more of snow and the passes get closed. For a few days after every snowfall, the Banihal, the all-weather route to Kashmir from Jammu, becomes temperamental and risky around the avalanche point near Banihal village. The airport is closed for a couple of days more than necessary because of inefficiency - sometimes it is because there are too few bulldozers to clear the snow. The snow ploughs, the first internal combustion engines to venture out, push through the snow from early morning, crumpling it into dirty sidewalls. Sounds of dislodged clumps of snow falling from tin roofs are amplified. Squeals of children playing, and segregated snow fights - girls versus girls and boys pelting boys - are louder than normal market sounds and rush hour frenzy.

A Bluish smoke hangs low in the evening over the warm gold of the ripe paddy fields. People are busy until late evening, scything the stalks, threshing them,

tying them into precise bundles and splaying them in neat patterns on their fields. Nearby, there are large, shining, engraved metal *samovars* filled with tea to keep them warm and energetic.

The Jhelum is reduced to a sluggish trickle and the polluted, rapidly suffocating Wular, Dal and Nagin lakes have a film of snow over their stagnant and weed-choked sections. **Ahrabal's** famous fall is starved of water. Amidst the snow, the cheerful symmetry of the Mughal gardens stands out. Their rows of silent fountains, tiers upon tiers of ornate and spacious pavilions, and bare chinara trees underscore the architect's vision of perfect geometry complementing unbridled nature. The pattern is not so starkly visible in the leafy flower seasons. One of the most moving experiences has been in the freezing upper pavilion of the Shalimar Bagh. Snow everywhere when, from inside its grandly decorated acoustic-friendly canopy, encircled by an immense arched verandah, where emperors had once walked, came the sound of a lone flute, sometimes hauntingly recalling a snow-trapped winter, sometimes lively and lilting, reminiscent of a summer meadow alive with playful lambs and children. The myriad wire that stretches untidily over downtown Srinagar is covered with snow and has transformed an ugly sight into something uniquely attractive. The dark branches of leafless trees have several centimetres of snow clinging to them. Some poplars keel over under the weight. The powerful bare limbs of the chinars thrust rugged snow-covered frames against the sky. The houseboats are like wedding cakes; their 'To Let' signs are the only indication that they had once seen life. In Gulmarg, the aerial chair cars journey to Kodnori and back, way above immensely tall snow-laden evergreen firs that seem dwarfed from the glass-wrapped cars. The road to **Gulmarg** is always kept open, as it is a popular ski resort.



Photo Plate 3.3 (iii) Snowfall - as a major source of tourist attraction

However, Yusmarg, a popular tourist destination in summer, is in winter a wide, deserted, rolling, captivating expanse bordered by thick-needle fir forests stretching high up the hills on both sides. On the south rises the Pir Panjal. The whole panorama is an entrancing white. Even the hardy *Gujjars* have left their low squat snow-covered, flat, mud-roofed huts, encircled with crowns of crystal clear icicles, reach down to the snowdrifts that seem to buttress the huts.

Sonmarg has too much snow for anyone to bother opening the road after Gagangir, but the Sind Valley is always magnificent no matter how far one can reach. The snow lies thick on the firs. Sometimes there is so much of it that it even hides the river in places. The mountains above it are more forbidding and intimidating than in summer. The steeply slanting snow-covered tin roofs do not let the snow stay on them for long but for the moment, lend grace to the scene. The traditional roofs of mud and wood (called *shingle posh*) were pleasing but impractical as it was difficult to clear the snow off them. Better-off Kashmiris have replaced *shingle posh* with tin roofs.

Snowfall Frequency and Tourist Luck: - In Kashmir Valley the high snowfall frequency months are December, January and February. So the tourists who want to see the snowfall some times get disappointment because in these high frequency snowfall months get very less snowfall. Besides in the months of October and November where frequency of snow fall is very less but gets high frequency snowfall. The frequency of snowfall is calculated by the number of days in a month in which snowfall occurs. Few tourists are lucky even when they visit Kashmir Valley in October and November they see the snowfall. But unlucky tourists in the months of January and February could not see the snowfall. Snowfall is also a major source of tourist attraction because the whole valley is covered with a white blanket of snow. Even during dark nights the outside is looking so bright due to reflection of snow. When snowfall takes place in Valley and then after 2-3 days when sunrays fall on the surface it adds another attraction to the whole Valley.

(iv) Religious and Historical Monuments

Kashmir Valley has a good share of Indian historical and archaeological legacy. There has been a very unique and glorious tradition of the people of the State of preaching and worshipping of each other's religions and pilgrimage centers. There are well-renowned Hindu shrines co-existing with the equally famous Muslim pilgrimage centers that are held in highest esteem by the people of every faith. Buddhism, which is still followed in the Laddakh region of the State, has its origin in the Valley and was preached and disseminated by the Kashmiri scholars in its earlier days. There are some wonderful examples of this communal harmony in pilgrimage centers like the one at **Hari Parbat** where monuments of all three religions - a Temple, Mosque and Gurudwara are standing side by side. (Table 3.3 (iv))

Some of the pilgrimage destinations in Kashmir Valley are Amarnath, Charar-e-sharif, Hazratbal mosque, Khanqah-e-moulah, Kheer Bhawani, the Shankaracharya temple and the Gompas in Laddakh. The **Amarnath** shrine is located inside a cave in the Himalayas. The pilgrimage destination of Amarnath shrine is located inside a cave in the Himalayas. The mythological and historical importance of this sacred place according to mythology is the fact that lord Shiva recounted the secret of creation and immortality to the goddess parvati in this cave. This secret of immortality is known as the *amar katha* and according to legend lord Shiva made sure that no living being was around when he narrated this story to the Goddess Parvati. According to common legend a shepherd called '**Buta Malik**' first discovered this holy cave at 'Amarnath' and ever since, this cave became an important center of pilgrimage for the Hindus. There is an ice lingam of lord Shiva inside the Amarnath cave. This is supposed to represent the deity. There are two different ways of reaching the Amarnath shrine. The traditional route passes via Pahalgam, Sheshnag and Panchtarni. The new route is via Baltal. If pilgrims opt to travel by the old route then it takes approximately four days to reach the holy Amarnath Dham. Those who choose to travel by the new route reach the place in a day's time. Most Hindus try to visit this shrine at least once in a lifetime.

The **Shankaracharya temple** is situated at a great height atop a hill in the southeast of Srinagar. The Kheer Bhawani pilgrimage is located in the village of Tulla Mulla near Srinagar. The Gompas in Ladakh and Zaskar are of special importance as

these give the tourist an insight into the Buddhist culture, beliefs and tradition. Within Srinagar, on its highest hill is the *Shankaracharya* temple, nearly one thousand feet above the city. It is devoted to lord Shiva. The site dates back to 2500 BC. The philosopher *Shankaracharya* stayed at this site when he visited Kashmir ten centuries ago to revive *Santan Dharma*. Before, this date, temple was known as *Gopadri*, as an earlier edifice on the same site was built by king *Gopaditya* in the 6th century. In fact the road below the hill, with residences of high-ranking State Government officials, is still known as *Gupkar* road.

The **Charar-e-sharif** was a 600 year-old wooden shrine. The pilgrimage destination of *Charar-e-sharief* has one of the most sacred Muslim shrines, which is popularly known as the Hazrat Sheikh Noor-ud-Din Wali. This Muslim pilgrimage is dedicated to the memory of the Sufi saint Sheikh Noor-ud-Din Noorani, who was the patron saint of the Muslims in Kashmir. During the Sheikh's lifetime, he witnessed a cultural and religious transformation of those around him, from Hinduism to Islam. A number of historical events prompted the Sheikh to produce some valuable works of philosophy, in verses and poetry. Charar-e-Sharief is located on the way to Yusmarg, 40 kilometers from Srinagar. In 1995 a major part of this 600 year-old shrine was destroyed. Later the shrine was rebuilt on the lines of '**central Asian architecture**'. Tourists still have an opportunity to learn about the history of the sacred place of worship.

Hazratbal

The Hazratbal shrine lies at a distance of 25 kilometers from the Badgam district in Srinagar. Hazratbal is the sacred Muslim pilgrimage, situated on the banks of the Dal Lake in Srinagar opposite Nishat Bagh. This pilgrimage destination is known by a number of names viz. the Assar-e-Sharif, Madinat-us-Sani and the Dargah Sharif. Mughal emperor Shahjahan's brother constructed the Ishrat Mahal at the site of the shrine sometime in the year 1623, later when the emperor himself visited the site he ordered the place to be converted into a prayer house. The shrine as such was built by the Muslim Auqaf trust. Before the Hazratbal shrine was constructed the sacred hair was placed in the shrine of Naqshband Sahib. The architecture of the shrine is a combination of Mughal and traditional Kashmiri.

This shrine can be a special experience as the **Prophet Mohammad's hair**, that is the '*Moi-e-Muqqadus*', is preserved in this shrine. The history of this shrine dates back to the seventeenth century. The Hazratbal shrine is a marble structure that was specifically constructed by Muslim Auqaf Trust with the objective of preserving the Prophet's hair, this piece of hair arrived in Kashmir in the year 1699. The *Moi-e-Muqqadus* is usually on public display inside a glass casket on certain sacred and holy days. Hazratbal shrine gives an opportunity to participate in the colorful and vibrant fairs that are held at Hazratbal every year, the most important among these is the Shab-e-Meraj. The Watul mela is also very popular among the tourists and the pilgrims.

Jamia Masjid

Situated in the heart of the old city of Srinagar, this huge mosque is visited by thousands of people who congregate here for the Friday prayers. The largest mosque in Kashmir, it is built around a courtyard with 370 wooden pillars to support it. Originally built by Sultan Sikandar in 1400, and enlarged by his son, Zain-ul- Abidin, it is a typical example of Indo-Saracenic architecture. Destroyed thrice by fire in 1479, 1620 and 1674 respectively and rebuilt each time, the mosque of today was repaired during the reign of Maharaja Pratap Singh. The principal features of the mosque are the four minars and eight wooden columns as support.

Khanqah of Shah Hamadan

Situated on the banks of the river Jhelum, it is the first mosque ever built in Srinagar. The Shah Hamadan whose full name was Mir Sayed Ali Hamadni built the original mosque in 1395. Shah-i-Hamdan came from Persia in the 13th century and was responsible for the spread of Islam in Kashmir. Khanqah-i-Mualla was the place where he used to offer prayers. The Khanqah is a wooden structure whose chief aesthetic feature is its beautifully carved eaves and hanging bells. The interiors are richly carved and painted, and the antique chandeliers give it an air of magnificence.

Martand

The most memorable and beautiful work of Emperor Lalitaditya of Surya (meaning 'solar') dynasty is the construction of spacious Martand temple dedicated to the Sun god, Bhaskar. The style of the construction of the temple and the skill of the

makers are rare in the history of the world. Now, in ruins, it is still appreciable for its design, beauty and art. Martand temple is a mirror of the art and skill of Kashmiri Hindus. In its backdrop are the snow-capped mountains and it is built with strong and square limestone. Its pillars have a Greek pattern that lends gorgeousness to this edifice.

Kheer Bhawani

Situated at Tullamulla in the Srinagar district, this spring is the most sacred place for Hindus in Kashmir. Hindus must abstain from meat on the days when they visit Kheer Bhavani or the milk goddess and offer her sugar, milk, rice and flowers. An annual festival is held here in May or June when a number of devotees visit the place to offer prayers and seek the blessings of the deity. The beautiful spring of clear water overshadowed by splendid shady trees and full of sacred fish adds an ethereal beauty to the place.

Awantipora

Awantipora is 29 km from Srinagar on the national highway from Jammu to Srinagar, the famous Awantipora temples are believed to have been built in honor of god Mahadev by Awanti Varman. The temples, although in ruins, are of great archaeological interest. King Avantivarman founded the city in the 9th century. There are two main temples, one of which is Shiva-Avantishvara, which is larger and marked by massive walls some half a mile beneath the town on the outskirts of village Jaubror. Reduced to ruins now, the place almost lost its previous grandeur and has been reduced to ruins, though it is still visited by the devout. The sculptured relief principally found on the walls of the entrance and the flank walls of the stairs depict men and women in the acts of drinking, lovemaking and other such merriments. The base is either a plain square block with the upper edge rounded off or is elaborately molded. Half a mile up is Avantisvami-Vishnu, a better-preserved temple.

Table 3. 3 (iv):- Tourist Attractions: Religious Places

Hindu Religious Places	Muslim Religious Places	Sikh Religious Places
Kheer Bhawani, Avantivami-Vishnu, Awantipora, Martand temple, Shankaracharya temple, Hari Parbat, Amarnath,	Jamia Masjid, Hari Parbat, Khanqah-i-Mualla, Dargah Sharif, Charar-e-Sharief,	Hari Parbat, Awantipura Gurdawara, Chattisingpura Gurdawara,

Source: - Based on Field Survey (2006-2007)

(v) Kashmir as a Bowl of Fruits

This Valley is the **‘fruit bowl’** of Jammu and Kashmir and produces most of the exotic and famous fruits of Kashmir. The single largest producer of temperate fruits in India is Kashmir Valley, and is also known as **‘the Himalayan fruit bowl’**. The Kashmir valley abounds in horticultural products. The red mellow apples of the Valley especially Ambri of Shopian, magnetic attractions of beautiful Berries and Cherries of Tangmarg, Walnuts of Anantnag and Apricots of Ladakh adds the beauty of Valley. The famous Mughal Gardens laid so exquisitely with picturesque and voluptuous beauty are also coupled with variegated luscious fruit of sorts. Nature has endowed Kashmir with innumerable gifts, its towering snow clad mountains, bubbling streams, transparent and sparkling lakes, flower meadows, colorful orchards and rare fauna have always attracted numerous tourists from all corners of the world. The age-old traditional fruit cultivation has profusely colored the serenity and tranquility of Kashmir’s landscape. Kashmir, the land of fauna, flora and fruits possesses a rich history of fruit cultivation. Years before the time of warrior King ‘Lalita Ditya’ and though the golden periods of benevolent kings like ‘Awantiwaraman’ and Sultan Zain-ul-Abdin ‘Badshah’, Kashmir has remained the symbol of fruits and flowers. The horticulture industry in Kashmir has become the bulwark of rural economy in the

state. This industry earns revenue of over Rs.50 crores yearly and provides job facilities to the thousands of people directly and indirectly.

The varied experience of Kashmiri's in fruit growing over centuries lists the Valley primo on the fruit map of the country. However, simplex commodities as Kashmiri's are- leave the choice of fruit to the consumers for better judgment of the quality, flavour, freshness and shelf like. From the dawn of independence the fruit industry in the state has indeed become the bulwark of the rural economy. Temperate fruits like apple, Pear, Cherry, Peach, Apricot, Walnut, Almond, are native of Kashmir Valley.

Maharaji (White dotted Red)

A large sized apple with bright red colour on green base with conspicuous dots. Flesh is crisp, very juicy, acidic and aromatic. The variety sweetens in storage and is an excellent keeper. The fruit matures in the late October. It is also cooking and desert variety. Table 3.3 (v) a, b.

Apple Ambri (Ambri Kashmiri)

Lawrence describes it as “the most popular apple in Kashmir - a sweet fruit ripening in October and keeping its condition for a long time and finding favour with the natives of India for its sweetness and its handsome appearance”. Ambri is indigenous to Kashmir and continues to enjoy superiority by virtue of its crisp, sweet flesh and excellent aroma. The fruit is blushed red, striped, medium-sized and oblong to conical in shape with longer storage life. The fruit matures in the last week of September to first week of October. It is an excellent dessert variety. It is the most popular in Kashmir. A sweet fruit ripening in October and keeping its conditions for a long time and finding favour for its fragrance, sweetness and its handsomeness.

Table 3.3(v) a:-Tourist Attractions: Apple, other Fresh Fruits and Dry Fruits.

Apple	Other Fresh Fruits	Dry Fruits
<i>Maharaji, Ambri, Delicious, American Trel, Golden Delicious, Keseri, Hazratbal,</i>	Cherry, Peaches, Apricot, Strawberry, Pear, Plums	Walnut, Almond, Dry Apricot

Source - Based on Field Survey (2006-2007)

Table 3.3 (v) b:-Tourist Attractions: Common Apple Types

Kashmiri Name	English Name	Characteristics
<i>Maharaji</i>	White Dotted Red Apple	Very Juicy and Aromatic
<i>Ambri</i>	Ambri Kashmiri	Fragrance and Handsomeness
<i>Delicious</i>	Red Delicious	Tapering with Five Lobes at Apex
<i>American Trel</i>	American Apriouge	Sweet Fleshy
<i>Golden Delicious</i>	Golden Delicious	Highest Food and Nutrition Value
<i>Keser,</i>	Cox's Orange Pippin	Sub-acidic Taste and Good Aroma
<i>Hazratbal</i>	Benoni	Sweet Flesh and White Juicy

Source - Based on Field Survey (2006-2007)

Red Delicious

A world-renowned variety, it is one of the most widely grown apples. The fruit is tapering in shape with characteristic five lobes at the apex. Skin is smooth, striped and deep red, flesh is fine-grained, greenish white, sweet, very juicy and crisp with good aroma. Size is medium to large and it matures by the end of September. A good dessert variety.

Hazaratbali (*Benoni*)

A medium-sized apple with rounds to slightly conical in shape and red to striped skin; white juicy and sweet flesh. It is the earliest variety of apple available from the valley, maturing in mid-July.

American Trel (*American Apriouge*)

The variety has crisp, juicy, greenish white and sweet flesh and is usually medium sized, as a result has become popular with consumer. Oblate shaped, deep and patchy red with smooth surface, it matures in the last week of September. A good dessert variety.

Golden Delicious

Round in shape, smooth skin, golden colour, and fine-grained flesh, sweeten taste, very juicy and fully crisp. Matures in the end of October. This variety carries the highest food values.

Kesri (*Cox's Orange Pippin*)

An old English medium-sized apple, it is round to conical in shape with skin orange red deepening to bright red. The flesh is yellow, firm, crisp, tender and very juicy. A dessert apple with good aroma and sub-acidic taste. The fruit matures in mid-August.

Cherry as a source of tourist attraction.

The cherries are the first fruit to ripe in the Valley in months of May and June. The Cherry gardens are looking black and red during this season. This is an important tourist attraction but due to political issues the rural tourism is not developed. The gardens are mostly found in the rural areas of Sopian, Kupwara and Bramullah. If in

future the rural tourism is developed so these gardens of fruits adds more beauty and attracts the tourists worldwide. There are different varieties of cherries are this fruit ripens in the months of May and June. This fruit is also a main source of Fruit Beer but due to Muslim dominated area so it is not used in manufacturing of beer.

Gilas Double (*Bigarreau Napoleon*)

This variety is large-sized and attractive with cream-red color. The flesh is firm and juicy but slightly acidic. A good keeper, excellent for canning, and dessert purposes.

Gilas Awal Number (*Guigne Pourpera Pecoce*)

Medium-sized, light red colored and quite fleshy. The flesh is juicy and sweet with acidic tinge. First to come in the market in May and is a good dessert variety.

Gilas Misri (*Bigarreau Noir Grossa*)

Large sized and red colored, its skin is firm and flesh is sweet and juicy. A good dessert variety. Cherries have lot of varieties like cherry mishri, cherry awal number and cherry double. They are very attractive with creamy red colour. The flesh is firm and juicy but slightly acidic.

Peaches (*Quetta*)

Fruit medium to above medium, pointed, halves acuminate. Skin thick, downy, yellow base with scattered red patches. Flesh firm, creamy yellow, moderately juicy, sweet with acidic blend when fully ripe, free stone. The fruit is ready for harvest in 3rd week of August.

Apricots (*Gilgati Sweet*)

Fruit medium, from oblong to rather ovate, slightly irregular in shape. Cavity rather deep to medium in depth, regular and acute. Skin yellow when fresh (brown yellow when dried) sweet, moderately flavored, stone free kernel sweet. Ready for picking in the last week of June.

Strawberry

Strawberry is earliest fruit available in Srinagar market during April. Sub-tropical areas in Jammu have potential to grow the crop under irrigated condition. It is

valued for easy propagation, early maturity, and high yield with 5 to 9 percent sugar. Plants start bearing in second year. Over 2000 varieties of garden strawberry are known with large fruit, weighing 30-70 grams.

Pear Nakh Kashmiri (Chinese Sandy Pear)

This variety gets its name from grained flesh. A conical shaped, small to medium sized variety with crisp, white and juicy flesh. The skin is thick and green in color that turns yellow on ripening. Carries well in storage and is an excellent dessert variety.

Williams

Williams a pear type widely known English variety. The fruit is large-sized and symmetrical. Skin is yellow with faint blush. The flesh is fine, grained, juicy and sweet. The fruit matures in mid July. A good dessert variety and the choice of canners.

Plums Santa Rosa

Fruit medium, roundish, regular, skin smooth and thin flesh deep red, juicy, sweet and soft full of aroma, stone cling type.

Walnut

The climate of Kashmir is ideal for walnut and almond trees, which grow here in abundance. Kashmir walnuts are popular within the country as well as in foreign markets, a source of substantial foreign exchange. On the basis of shell thickness these are grouped as '*Burzil*', '*Kagzi*' and '*Wont*'; corresponding to "Paper-shelled". Walnut Kernels are used in confectionery, as dessert and for extraction of oil.

Almond

Kashmir almonds are known for their superiority of taste and are very popular with the consumers. Like walnuts these are also grouped on the basis of shell thickness as '*Papery*', '*Thin-shelled*', and '*Thick-shelled*'. Considered as highly nourishing and of great medicinal value, its kernels are used in confectionery as well as dessert. Its trees are the first blooming fruit trees and an enchanting sight that lends glamour to the spring in Kashmir.

(vi) Saffron Cultivation- A Major Source of Tourist Attraction

Saffron cultivation is unique in Kashmir Valley, the only other country producing the flower crop being Spain. The annual production of saffron confined to Pampore in the Kashmir Valley and to the Kishtwar valley of Jammu province, varies from 10 to 12 tonnes. Pampore, outside Srinagar, is the only place in the world besides Spain where saffron is grown. It is the most expensive spice in the world. Sealed jars of this Spice, with the Government laboratory's stamp approval, are available all over Srinagar. Natural honey too, is a produce of the apiaries, which abound in the state. Saffron, the golden Condiment has a history of many centuries.

It is a condiment medicine, a natural dyestuff. It is an expensive spice in the world used on various functions by adding delicate aroma, pleasing flavor and magnificent yellow color to food. Its color is sharp and penetrating. It is one of the potential foreign exchange earners and is cultivated in Kashmir and extended to Kishtwar. Its harvesting starts from mid of October to end of November. Pampore, the “**world's best saffron grows**” here reads an inscription erected on the Srinagar-Jammu National highway near this township, about 20 km from Srinagar. “There was time when elders would gather on the full moon night to witness the heart touching colours of saffron flowers”, said **Mohammad Subhan**, a farmer of Chandahar village. The king of spices, golden condiment viz, saffron consists of the dried stigmas and tops of the styles from the flowers of a member of the iris family. *Crocus Sativus*, known as *Kong* to Kashmiri, *Kesar* in Hindi, *Jafran* in Bengali and saffron is the slender, dried reddish – brown, flattened stigma of cultivated from *Crocus Sativus*. Saffron a leading cash crop of the Valley of Kashmir contributes about 25 % of the total agricultural income of Kashmir Valley. The Valley is having uniqueness of being the only commercially saffron producing area in the world of India. Saffron cultivation being one of the ancient monopolies of Kashmir and thus it is also known as Kashmir Raja. Apart from saffron which is a perennial crop.



Photo Plate 3.3 (vi) Saffron Cultivation, Tourists watch saffron flower picking.

The saffron cultivation area is a potential area for tourism development because saffron cultivated in the world in few places, so that the tourists visit the Valley and enjoy the cultivation of saffron. It becomes the source of tourist attraction. Saffron cultivation played not only the role to attract the tourists all around the World but also played a key role in socio-economic transformation of saffron growing villagers.

(vii) People, Cultural Attractions and Behavior of People.

Culture of people in Kashmir Valley

The state has a rich cultural heritage that is reflected in the lifestyles of the native people who live in the villages in the different districts of the state. Tourists visit to Kashmir includes visits to a number of ancient Hindu, Muslim and Sufi and Buddhist temples, shrines and monasteries. The Laddakh region has a number of important Gompas or monasteries. The village of Krimchi situated in the Udhampur district has the three most ancient Hindu temples. Jammu is known as the city of temples. There are a number of places of worship in the Srinagar area. Distinct from the rest of the country, Jammu and Kashmir sports a multifaceted, multicolored and unique cultural blend. Not only the geographical conditions of the state are different but it can also be set apart demographically with varied ethical and social entities, diversity of religions flourishing in the area, different language and cultural forms and heritage albeit with an over-reigning harmony that blends in with the serenity and beauty of the region. One gets dazed by the sheer diversity and richness of art and architecture, fairs and festivals, rites and rituals, seers and sagas, languages and mountains that thrive amongst the **unparalleled cultural cohesion**, which is exemplary.

Kashmir has been the highest learning centre of **Sanskrit and Persian** as Indo-Aryan civilization has originated and flourished here. It also embraced the advent of Islam along with the virtues of Persian civilization such as tolerance, brotherhood and sacrifice. Nature's grand finale of beauty, Kashmir is the masterpiece of earth's creation and the folk performances of Kashmir are intimately mingled with the moods and movements of the seasons.

Jammu, the land of the Dogras, has some beautiful dances and music that originated in its lap and were developed by the hardy and graceful women of the Duggar to divert them from the long spell of separations from their soldier husbands and brothers. Besides the purpose of adding cheer to their lives in their free moments, there are folk songs and dances that echo their feelings of separation and the ever-increasing yearning for reunion with the beloved, the hard life on the mountain slopes and various other themes that are connected with their day-to-day lives.

Kud is basically a ritual dance performed in honor of Lok Devatas mostly during nights. A spontaneous dance, people of all ages and sexes participate in this folk dance form accompanied by musical instruments used during this dance are Narshingha, chhaina, flute and drums. Heren is a traditional theatre form performed during Lohri festival and is mostly performed in hilly regions of Jammu. The ladies perform *Fumenie* and *Jagarana* on the eve of groom's departure to in-laws house accompanied by the songs are sung by a group of females.

This traditional dance form depicts the feelings and emotions of women folk. *Bakh* is known by many different names such as Gwatri, Kark and Masade and is actually a chorus narrative sung by a group of 10 singers without the accompaniment of any musical instruments. *Gawatri* is a tradition in which the singers narrate some text, which is enacted by the *Gwatari* dancers. *Karak* is a ballad with a story sung by the *Jogi* community who narrate a popular folk tale in their dance performance done by three members to the accompaniment of typical folk instrument called *Rabab*. The chorus singing tradition performed by specific tribal communities called *Gujjars* and *Bakkerwals* is known as *Benthe*, which 5 to 7 members participate in the dance performance.

Table 3.3 (vii) a: - Tourist Attractions: Music, Musical Instruments and Dance

Music	Musical Instruments	Dance
<i>Chakri, Sufiana, Hafiz Nagma, Gwatri, Karak, Masade, Benthe,</i>	<i>Rabab, Garaha, Sarangi, Santoor, Sitar, Kashmiri Saz, Wasool, Tabla, Dukra, Nagara.</i>	<i>Hafiz Nagma, Bhand Pather, Gwatar, Ruf, Wuegi-nachun, Roul Dogri,</i>

Source. - Based on Field Survey (2006-2007).

Table 3.3 (vii) b: - Tourist Attractions: Handicrafts, Handlooms and Cuisines

Handicrafts	Handlooms	Cuisines
<i>Carpets, Rugs Shawls, Embroidered Slippers, sweaters, jackets and caps crewe, embroidered pashmina, embroidered raffal shawls, pattern of Kani shawls, Intricate wood carving, paper mache goods, Chainstitch, Crewel, Namda. Gabba, phiran</i>	<i>Pashmina, Kani Shawls, Silken, Woollen, cotton fabrics, Chadars, Saris</i>	<i>Wazwan, Kabargah, Kofta, Dom alu, Methi Chaman, Firmi, Kawah, Saffron Tea, Kheer, Salt Tea</i>

Source - Based on Field Survey (2006-2007)

Music and Dance

Kashmiri music and dance has its own peculiarity in the region. The themes of folk songs range from the yearning for reunion with one's lover, the hard mountain life and songs for festivals and other occasions. The people of Laddakh have a rich tradition of dance, music and drama. The mask dance performed by the lamas at the *Hemis* monastery, Laddakh for example, during the *Hemis* festival is representative of the Mahayana Buddhist tradition of the victory of good over evil. The *Hafiza* dance form is very popular. This dance form is usually performed at wedding ceremonies. Another very popular Kashmiri dance form that is extremely popular is the *Bacha Nagma*, which is performed during the harvest season by young boys. *Ruf* and *Wuegi-nachun* are popular Kashmiri folk dances. The *Roul* and *Dogri* are popular folk dances that are performed by Kashmiri women. The most popular Kashmiri folk music is known as the *Rabab*. The *dukra*, *sitar* and *nagara* are popular musical instruments. As far as forms of music in Kashmir is concerned there are three distinct forms, viz *Sufi*, *ghazals* and choral music. *Wanawun* is another form of music that is sung and played during wedding ceremonies in Kashmir. *Bhand Pather* is a traditional folk theatre style exhibiting combination of play and dance in a satirical style where social traditions and evils are depicted and performed in various social and cultural functions. *Bhand Jashan* is performed by a group of 10 to 15 artists in their traditional style accompanied by light music for the entertainment of people. The most popular form of Kashmiri folk music is called *Chakri* that bears resemblance to *Chakra* of mountainous regions of Uttar Pradesh. It was accompanied by *Garaha*, *Sarang*, *Rabab* once as the musical instruments but today harmonium plays an important role in its presentation. *Sufiana* Music migrated to Kashmir from Iran in the 15th century and flourished here as the classical music form of Kashmir. It absorbed a number of Indian Ragas and *Hafiz Nagma* was once a part of *Sofiana* Music. In *Hafiz Nagma* a dancer is a female while her accompanists on various instruments are males. A *Hafiza* (dancer) moves her feet on musical notes. The instruments that go with this form are *Santoor*, *Sitar*, *Kashmiri Saz*, *Wasool* or *Tabala*. Today, only a few families in Kashmir are practicing this musical form.

Food Habits: - In the olden times, almost every Kashmiri home in the plains had a professional Kashmiri cook in residences, which were the masters of their art. Pure ghee and mustard oil was used freely and every mealtime was an event in itself. Gradually and with time, the ladies of the household learnt the art under the specialized training of these culinary masters and became as proficient as their 'guru'. As the living costs increased with time, the era of the super cooks came to an end. However, their art has not all lost.

One can frequently taste the delicacies mastered by the chefs at Kashmiri weddings. Kashmiri cuisine that evolved in the Valley several centuries ago acquired some of the scrumptious elements of the Mughal art of cooking and yet has retained a distinct personality of its own. There were two great schools of culinary craftsmanship in Kashmir, namely those of Kashmiri Pandits and Kashmiri Muslims. The basic difference between the two schools was that the abundant use of *heeng* (asafetida) and curd among the Hindus and the open-handed use of onions and garlicks among the Muslims.

Rice and meat is the staple diet of the Kashmiris and Kashmiris pride over *Karam Sag* (a kind of leafy green vegetable), *nadru* (lotus stalk) and turnips that are considered precious enough to be presented as token gifts. The culinary art of Kashmir, especially, the cooking of lamb dishes in various ways, is very famous. The tea that the Kashmiris drink is called *Kahva*, which is a concoction of green tea leaves brewed in the *samovar* (Photo Plate 3 3 (vii)d) and enriched with pounded almonds, cardamom seeds, and cinnamon stalks overdosed with sugar and served without milk. The other kind of tea is *Shir chai*, which is salted and milked, pink in color and is topped with lots of cream.

Kashmiri Pandits live a simple and frugal life. Individualistic and largely intellectual, they avoid manual labor and cling to professional and administrative jobs. Due to the Political issues lately, many of them have been uprooted from their homeland but the government has been trying to relocate them here. The Kashmiri Pandits do not have castes like Hindus in the rest of India. Hindu Brahmins or *Kashmiri Pandits* are not averse to eating meat and are rather voracious meat eaters. However, they prefer goat and that too a young one. No vegetarian or non-vegetarian dish, except certain *kababs*, is cooked without curd.



Photo Plate 3.3 (vii) (a) Kashmiri Women Dance (b, c) Wazwan (d) Samovar (e) Wood Carving.

The Kashmiris often cook their food by heating it on two sides, from both top and bottom for that distinctive taste. The charcoal fire was their solution in the earlier days but oven serves as a good substitute these days. Originally, Kashmiri Pandits avoided onion and garlicks but now many of them have acquired a taste for them and include them in certain recipes as optional. Though the basic principles of cooking are largely similar in almost all homes, certain Pandit families have adopted minor changes in both ingredients and methods. *Kabargah*, *Kofta*, *Dum Alu*, *Methi Chaman* and *Firni* are some of the delicacies of the region known for their sheer flavor and richness.

Kashmiri Muslims offer another gold mine of gourmet though except for the few restaurants and regional stalls in the country, this art is near extinction. Largely confined to Kashmiri homes in and out of the Valley, the professional cooks and masters of the art are known as '*wazas*'. These people claim to be the descendants of the master chefs who migrated from Samarkand and parts of Central Asia at the beginning of the fifteenth century and were a vital part of the entourage that came to Kashmir during the reign of *Timur (or Tamarlane)*.

In the earlier days, the traditional Kashmiri Muslim banquet known as *Wazwan*, a feast fit for kings, which was perhaps the most unique and elaborate royal spread of meat and delicacies compared to the other parts of India. Comprising of thirty-six courses, fifteen to thirty dishes of *Wazwan* are varieties of meat. Many of the delicacies are cooked through the entire night under the expert supervision of a *Vasta Waza* or head chef, assisted by an entourage of *wazas* under him. Kashmir's most formal meal, *Wazwan* is not only a ritual but also a ceremony. Traditionally, no spoons, forks or knives are used for eating food. Eaten with fingers, getting invited to a *Wazwan* is a rare luxury that one can enjoy these days. (Photo Plate 3.3. (vii) (b,c))

According to historians, the ancestors of *Kashmiri*'s are early immigrants from India proper. With the spread of Buddhism, many scholars came to Kashmir from far-off lands for research and study. The contact of Kashmiri's with the Roman, Greek and Persian civilizations resulted into a fusion of cultures. Most of the people claim their descent from the Indo-Aryan stock but one can easily find people belonging to diverse and different races inhabiting Kashmir with distinct looks, dresses, food habits, customs, speech and traditions

Kashmiris have made remarkable contributions to the arts of story-telling and mystical poetry, the *Shaiva* philosophy, grammar and the sciences. The artistic and cultural genius of the people of Kashmir is evident in their folk songs and dances as well as the various arts and crafts that are world-renowned. Known for their charming beauty, most of the people in the valley are very fair complexioned, with light brown to dark hair, blue or grey to black almond eyes, rosy cheeks behind Indian tan, chiseled features and fine physique. Superstitious by nature, Kashmiris are generally **non-aggressive and temperate in nature and are God-fearing**. Regarded as non-martial in character, they are considered extremely **warm, friendly, and hospitable**.

Kashmiri Muslims are generally more active, energetic and dynamic in nature and are considered unrivalled craftsmen, known for their time-honored intricate and beautiful designs that they produce on papier-mache, wood, silver and gold. Shrews businessmen, they also indulge themselves in agriculture, sheep rearing, cattle rearing and other cottage industries. Ninety percent of the population in the Valley professes Islam of both Sunni and Shia sects.

Kashmiri women generally have such love of jewellery that their headgear, ears, necks and arms glisten with ornaments. The typical ornament that Hindu women wear is the *Dejharoo*, a pair of gold pendants, hanging on a silk thread or gold chain which passes through holes in the ears pieced at the top end of the lobes. The *Dejharoo* symbolizes that the Kashmiri Pandit woman is married. Muslim women wear bunches of earrings, the weight of which is supported by a thick silver chain along with several bracelets and necklaces. The whole ensemble lends a most artistic effect to the appearance of Kashmiri women.

Gujjars are the hill people of Kashmir, which are mostly herdsmen by occupation. Said to be Rajputs migrated from Rajasthan and adopted the Muslim faith, they are tall and well built, with a prominently Jewish cast of features. Their dialect, *Gujari* is now identified as a form of a Rajasthani. Their nutritious diet consists of maize bread, whey, jungle roots and fruits. The dress of a Gujjar woman of the hills in the Valley consists of as ample *shalwar* and full-skirted tunic with loose sleeves. Very much similar to that worn by the Turkish village women, a thick veil on their head falls back to their shoulders. They knit their hair in multiple plaits, which hang in front and cover half of their moon-shaped faces.

Lifestyle

Tours and travel to this region gives an opportunity to be a part of the quite, peaceful and rustic lifestyle of these people. There are several tribes that are found all over the Kashmir region who follow different religions that range from Hinduism and Islam to Buddhism. But there is one thing that binds all these people together and that is simplicity. The general lifestyle of the people is simple and not so fast. Celebrations and festive activities during festivals offer an important diversion to the simple and monotonous lifestyle of these people. The festivals that are celebrated with great fervor include *Id-ul-fitr*, *Diwali*, *Hemis* festival, *Navratras* and the *Loshar* festival. In Kashmir Valley different religions celebrate their colourful festivals with gusto and enthusiasm.

The houses in the area usually have a lot of woodwork; as a result the interiors are very warm. The brick houses have pagoda roofs and picturesque facades. The Lifestyle of the local people is quite slow in the old city. The waterways and *shikaras* are the best way of going into the interiors of the old city. Women are very enterprising; they sell food items, flowers and handcrafted items on these floating markets. Kashmiris use willow baskets for carrying essential items from one place to the other. There are a number of open-air markets in the old city. Here visiting tourists have the pleasure of buying all the traditional Kashmiri spices and food items.

Kashmir is very popular for its specially brewed tea that is traditionally known as the *kahwa*. In certain areas of Laddakh the Yak's milk is given special importance. It is used for making butter that has a very high fat content. It is considered as the best present that a family can give to another.

Houseboats in Kashmir Valley

These houseboats have their own traditional appeal. These houseboats are usually anchored on the banks of the Dal Lake. Each houseboat is fully furnished and every houseboat has an attendant boy. These houseboats have small boats called *shikaras* that take tourists to the flower markets. The main idea behind the concept of a houseboat is the fact it provides a haven for those who like to spend a quiet holiday, away from the noise and bustle of the cities. These houseboats are furnished in a grand style, with carved furniture and woolen carpets with intricate work on them.

The British started the tradition of houseboats as the Kashmiri rulers forbade them land ownership, so they had no option but to build dwellings that float on waters. Most of these houseboats have all the amenities of a five star hotel. These houseboats have everything from spacious bedrooms, sun decks, washrooms with the latest amenities, electricity and plumbing. Houseboats are categorized as deluxe to D class, depending upon the availability of facilities and the budget of the tourist. One is actually transported into a different world while shopping from the floating flower and handicraft markets, while staying in houseboats in Kashmir.

Clothing

The people of Kashmir especially with respect to their clothing are different. As far as the clothing is concerned the *phiran* is a commonly worn garment. It is a gown usually made of wool and has a lot of embroidery work done on it. These gowns are decorated with colorful floral motifs and designs. Both men and women find it easy and comfortable to wear these *phirans* as they are very warm and loose and can accommodate hot water bags or little earthen pots with burning coal. This arrangement helps the people to stay warm in the extremely cold climate.

In winter the local people wear thick loose coats called *Phirans*. They carry a small basket within which a clay pot is kept. The clay pot has burning coal, which is kept alight by feeding it small twigs and leaves of the Chinar tree. This device called the '*Kangri*' (Photo Plate 3.3 (vii) (a)) is carried under the *phiran* like a portable heater by Kashmiris as they go out on work every day. It is the traditional method of coping with the winter in Kashmir. Kashmiri embroidery is a favorite of tourists who buy *phirans*, *kurtas* and *shawls* decorated with intricate embroidery. Designs such as the paisley motif, lotuses, chinar leaves, birds and flowers are stitched by hand in fine silk threads on woolen garments and shawls. Kashmir is very popular for its *Pashmina shawls*. These shawls are made from the traditional woolen textile. This woolen textile is obtained from the mountain goat. These shawls have intricate thread work done on them. These shawls have work done on both the sides. Kashmiri embroidery is called *kasida*. The special feature of the *kasida* work is that it is done in such a manner that the patterns appear in a uniform fashion on both sides of the fabric. The Kashmiri stoles are very popular. Many Kashmiri women who follow Islam wear the *abaya*. Kashmiri women have a fetish for silver jewelry. Most

Kashmiri women wear silver chains with heavy pendants with intricate work done on them. They wear heavy silver earrings. The traditional earring is huge, made of silver and usually available in bell shaped variations. Men wear coats made of camel hair, cashmere and brocade.

Kashmir Art and Craft

Jammu and Kashmir is not only home to the vast cultural and ethnic diversity but also the myriad arts and crafts that have been carefully nurtured for the centuries. A variety of motifs, techniques and crafts flourished in the land as the people from different regions flocked through this beautiful place and many of the skilled craftsmen decided to settle amidst its charming abundance of natural beauty. With time, these arts have gained even more distinctiveness and today Kashmir is known for woollen textiles, *Pashmina* shawls, embroidered suits, Kashmir silk saris, papier mache, woodcarving, hand knotted carpets and lots of other traditional crafts. Kashmiri artisans endeavor to carry on the ancient tradition of artistry, though a few changes have taken place.

Following is a brief description of the main handicraft legacy of Kashmir:

Namdas

Fairless expensive are these colourful floor coverings made from woollen and cotton fibre, which have been manually pressed into shape. Prices vary with the percentage of wool – a namda containing 80 per cent wool being more expensive than the one containing 20 per cent wool. Chain-stitch embroidery in woollen and cotton thread is executed on these rugs. All the embroidery is executed on white cotton fabric, pre-shrunk by the manufacturers. The intrinsic worth of each piece lies in the sizes of the stitches and the yarn used. Crewel artisans at work tiny stitches are used to cover the entire area - the figures or motifs are worked in striking colours; the background in a single colour, made up of a series of coin sized concentric circles which impart dynamism and a sense of movement to the design. Stitches ought to be small, even sized and neat. The background fabric should not be visible through the stitches.

Crewel is basically similar to chain stitch. It is also chain stitch done on white background, but here the motifs, mainly stylized flowers, do not cover the entire surface, and the background is not embroidered upon. Photo Plate 3.3 (vii) (d)

Saffron flowers

The crocus sativus plant, which blooms for a brief month in the year, has six golden stamens and one crimson one. It is the crimson stamen which when collected and dried that forms saffron and is referred to as the most expensive spice in the world. Sealed jars of this spice, with the government laboratory's stamp of approval, are available all over Srinagar. When buying loose saffron, sampling one strand is enough, for the flavour and fragrance of saffron are unmistakable. The climate of Kashmir is ideal for walnut and almond trees, which grow here in abundance. Natural honey too, is a produce of the apiaries, which abound in the state.

Basketry

Willow rushes that grow plentifully in marshes and lakes in Kashmir are used to make charmingly quaint objects, ranging from shopping baskets and lampshades to tables and chairs, all generally inexpensive. To increase their life span, unvarnished products should be chosen and frequently sprayed with water, particularly in hot, dry climates, to prevent them becoming brittle.

Wood Carving (Photo Plate 3.3 (vii) (e))

Kashmir is the only part of India where the walnut tree grows. Its colour, grains and inherent sheen are unique and unmistakable, and the carving and fret-work that is done on this wood is of a very superior quality. Kashmir is having a glimpse into the culture. The state has a rich heritage with respect to arts and crafts. Kashmiri shawls are world famous. Kashmiri *jamavar* shawls with intricate thread work are in demand all over the world. The special feature of this type of thread work is that these shawls can be worn on both sides, that is, the patterns stitched on one side come out with the same finish on the other side, with no threads sticking out.

The *sozoni* style of embroidery stitching is also very popular. Gold thread is also used for *zardozi* work on saris, gowns and shawls. The *sozoni* thread work is usually done on the borders of the shawls. Brocade patterns are woven on some of the *pashmina* shawls. The *Phiran* or *Pheran* is a commonly worn garment. It is a gown

usually made of wool and has a lot of embroidery work done on it. These gowns are decorated with colorful floral motifs and designs. The *Phirans* that men wear are usually made of tweed or coarse wool. The designs and *naqqashi* work done on the various handcrafted items have a strong imprint of ancient tradition.

Embroidery

This section specifically focuses on the famous needlework that the artisans of Kashmir are adept at. This threadwork is known as embroidery. The Kashmiri jaal work is quite popular. It takes months to complete thread work on one shawl, stole or bedspread. Artisans stitch decorative motifs of birds, maple leaves, and other decorative designs. The most popular form of thread work is the chain stitch that is done on shawls and clothes. Kashmiri *jamavar* shawls with intricate thread work are in demand all over the world. The *sozom* style embroidery stitching is also very popular. Gold thread is also used for *zardozi* work on saris, gowns and shawls. The *sozom* thread work is usually done on the borders of the shawls.

Papier Mache

Paper Mache is age-old art in Kashmir Valley. The first step involved in making *papier-mâché* objects, is to soak paper in water till it disintegrates. This paper is pounded and mixed with an adhesive solution. The resultant pulp is shaped over moulds and allowed to dry and set. The golden color is widely used, usually as a base for other designs in vibrant colors. Finally these objects are coated with lacquer. This protects these artworks from getting spoilt due to water. Nowadays artisans have started using cardboard instead of paper. The object is not to deceive tourists but to reduce the price of these artifacts. *Papier-mâché* vases, bowls and other decorative items have exquisite traditional designs in vibrant colors on them. The commonly used motifs on these artifacts are images of the maple leaf, kingfishers, flowers, birds and other attractive designs. Commonly sold *papier-mache* items include Christmas decorations, boxes, bowls and vases. Photo Plate 3.3 (vii)



Photo Plate 3.3 (vii) (a) *Kangri* (b) *Cushion Cover* (c) *Chain Stitch* (d) *Namdas* (e) *Crewel Embroidery* (f) *Papier Machie* (g) *Carpet Weaving*

Carpets and Rugs

The history of carpet weaving in Kashmir, both silk and woolen, dates back to the 1300's. It requires extensive skill and craftsmanship to be able to create these amazing rugs. The two special features of these Kashmiri carpets are that they are hand woven and knotted and not machine made and tufted. The design and color specification used in these carpets is termed as *Taleem*. The silk carpets have a base made of cotton. Craftsmen create exclusive hand knotted carpets. Intricate patterns create attractive mosaics on these rugs. Most of these carpets and rugs are priced according to the effort put in by the weavers and the extent of work done on them. Kashmiri *Kashan* carpets are also quite popular. The finest materials are used for weaving these carpets. These include mulberry cocoon silk, weft and warp. The chain stitch rugs, Kilim rugs and Kazaks are also quite popular all over the world.

Silk Textiles

Sericulture is one of the important industries in Kashmir under the close supervision of the state government. As the state provides little or no raw-material for silk, weaving and printing of silk is not done in a large degree in the valley. But it has to be acknowledged that the cocoon reared in the state of Jammu and Kashmir is of the superior quality. It yields a very fine fiber, and any silk woven from this thread is worth a purchase and kept as a souvenir. Kashmir has a wide range of silk textiles of varied designs. The weaves popularly known as '*chinon*' and '*crepe de chine*' are of fine quality produced from the yarn. Mulberry trees grow in abundance in the state of Jammu and Kashmir and are the mainstay of silk industry in the Valley.

Brass and Silverware

Kashmir is known throughout the world for its arts and crafts. There has always been an increasing demand for the craftsmanship in Kashmir, which finds fullest manifestation in silverware. One of the ancient arts in Kashmir, the making of silverware is carried on a large scale. For centuries, its use has enjoyed great popularity among the Kashmiri people. Kashmiri silverware, especially ornamental picture-frames, is in great demand on the world market with the United States, European countries and Australia as its main customers. Kashmir Valley produces a mind-boggling range of silverware. Prominent among them are flower vases, silver

tea sets, scent chests, toilet sets, ornamental picture-frames, cigarette cases, tumblers, etc. Between the flora and fauna, leaves of the chinar and the lotus are the trendy patterns. Designs of the lilac flower wrought in silver are also very popular. The art of casting brassware in Kashmir had flourished since a very long time. The Kashmiri brassware is noted all over the world for good quality and design. The brassware objects in Kashmir ranged from household, decorative and ceremonial items. They comprise mostly cooking pots and sundry articles for the household. However, the most celebrated brass item of Kashmir is samovars (tea-kettle of Russian origin).

It is evident from the above discussion that Kashmir Valley is a “land of Paradise”. It abounds in both natural scenic beauty and cultural mosaic which can attract tourists not only from India but from all over the World. Besides this may be observed that the region with such unusual and spectacular potential for tourism has not been able to harness its resources. This leads to the future development of the society and it is seen that research based planned development with an integrated approach can do well to host and guest communities.

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Chapter 4

*Major Tourist Nodes
(circuits), Routes and
Spatio - Temporal
Variations of Tourist
Flow in Kashmir
Valley.*

Making of zones of tourism activity is an important first step. In case of tourist spots located within the city it is necessary to zone such spots along with sufficient area around them as tourism activity zone or special areas or tourist nodes. In a city which has a number of such tourist spots, e.g. historical cities and pilgrimage towns efforts need to be made to identify even larger integrated zones encompassing several spots in one complex to enable integrated approach to physical development. In such cases tourism infrastructure play an important role and physical development of individual tourist spots should be conceived within frame work of over all tourism development plans.

4. 1 Major Tourist Nodes and Routes

The Kashmir Valley has identified tourist nodes and tourist circuits, which are popular tourist destinations. The Kashmir Valley has the fortune of being endowed by prominent circuits belonging to different religious ideologies. Above all, a circuit route has been established all along the places related to natural beauty. Basically the tourist destinations of erstwhile Kashmir Valley could be defined and categorized into five distinct circuits. These are.

(i) Pahalgam Sonmarg Circuit: This circuit includes the important nodes of Pahalgam, Aru, Lidderwat, Tarsar, Marsar, Kolahoi Glacier and Sonmarg. It is in Pahalgam where the Hindues preached their God. In the vicinity of Pahalgam are the places tourists interests like Mamaleswara, Baisaran, Aru and Chandanwari. Mamaleswara is only one km downstream and on the right bank of the Lidder. There is a small Shiva Temple at Mamaleswara. Baisaran is a beautiful meadow. **Tulian Lake** is situated at a height of 3,353 m above the sea level. It is covered with ice for most of the year. Aru is a small village at a distance of 11 kms upstream. It is situated at the Pahalgam Kolahoi Glacier trek. Just outside of Pahalgam on the Amarnath route the *Yog Niketan Ashram* is an interesting place to stay and take yoga and meditation course. Pahalgam, initially a shepherd's village is one of the world's famous resorts and is well known for pony riding, camping sites, trout fish and rarefied clean atmosphere. Sonmarg is situated at terminal moraines of Thajwas Glacier.

Attitudinally, it is 2,740 m above the sea level at a distance of 83 km from Srinagar. The tiny village of Baltal is the last settlement in Kashmir, right at the foot of the Zoji La. The Zoji La is the Watershed between Kashmir and Laddakh. Thus, Sonmarg area is sheer scenic splendour. The Sindh Valley is surrounded by mountains scaling 9,300m in height. Sonmarg has a string of shimmering waterfalls and Thajwas Glacier. Gadsar and Satsar lakes are on the periphery of Sonmarg. The Sindh River meanders across the Valley and abounds in trouts and Mahaseer - an angler's delight. There are tourist huts, rest house and some small hotels, restaurants and handicrafts shopping complex. **Nilagrad** is a mountain river meets the Indus at the Baltic colony, Nilagrad, 6-km away from Sonmarg. The water of the river is reddish in colour. The Baltic thinks the water has curative power of many diseases. Inhabitants of the colony visit this place every Sunday to bathe in the river. **Bisansar Lake & Krishnasagar Lake** is two beautiful lakes at Sonmarg also. The road proceeds from Sonmarg to Bisansar Lake via Nichinai Pass. Crossing the river at Nichinai Pass stands the Bisansar Lake at an altitude of 4,084m, with its lovely natural beauty. Beside the lake is the Krishnasagar Lake at an altitude of 3,801m, popular for Trout fishing. Baltal is a beautiful meadow is right at the foot of the Zoji La pass and thus is the final place in Kashmir. The river from the foot of the Amarnath glacier meets the Indus near Baltal. It stands at a height of 2,743m and during the Amarnath pilgrimage there are tents set up here. It is possible to walk to the Amarnath cave, more usually approached from Pahalgam, in one day. The weather can be treacherous and at other times melting snow and ice make the route very dangerous. There's now a jeep road most of the way to the cave. The turn off to Baltal is at 94-km on the Leh road, and then it's 3-km or so downhill. (Dhar, S L.)

(ii) Gulmarg – Tangmarg – Khilanmarg Circuit: Mostly mountainous and plateau area, Gulmarg is a wide, green, undulated valley characterized by eskers and terminal moraines, and surrounded by dense fir forests. Situated in the lap of the Pir Panjal Range it is a unique place intersected by fresh – water channels, dotted over with wood villages.

There are numerous buses running from Srinagar to Gulmarg, many of them of the day tours. The Tourists hotel, city view hotel, tourist Bungalow, the Highway Hotel, Kingsley Hotel, the Green View and Gulmarg Hotel are the reasonable places

to stay. Ahdoo, s Hotel, next to the bus stand is probably the best place to eat at Gulmarg. A Circular road, 11 km in length, runs right round Gulmarg through pleasant pine forest with excellent views over Kashmir Valley. (Ibid)

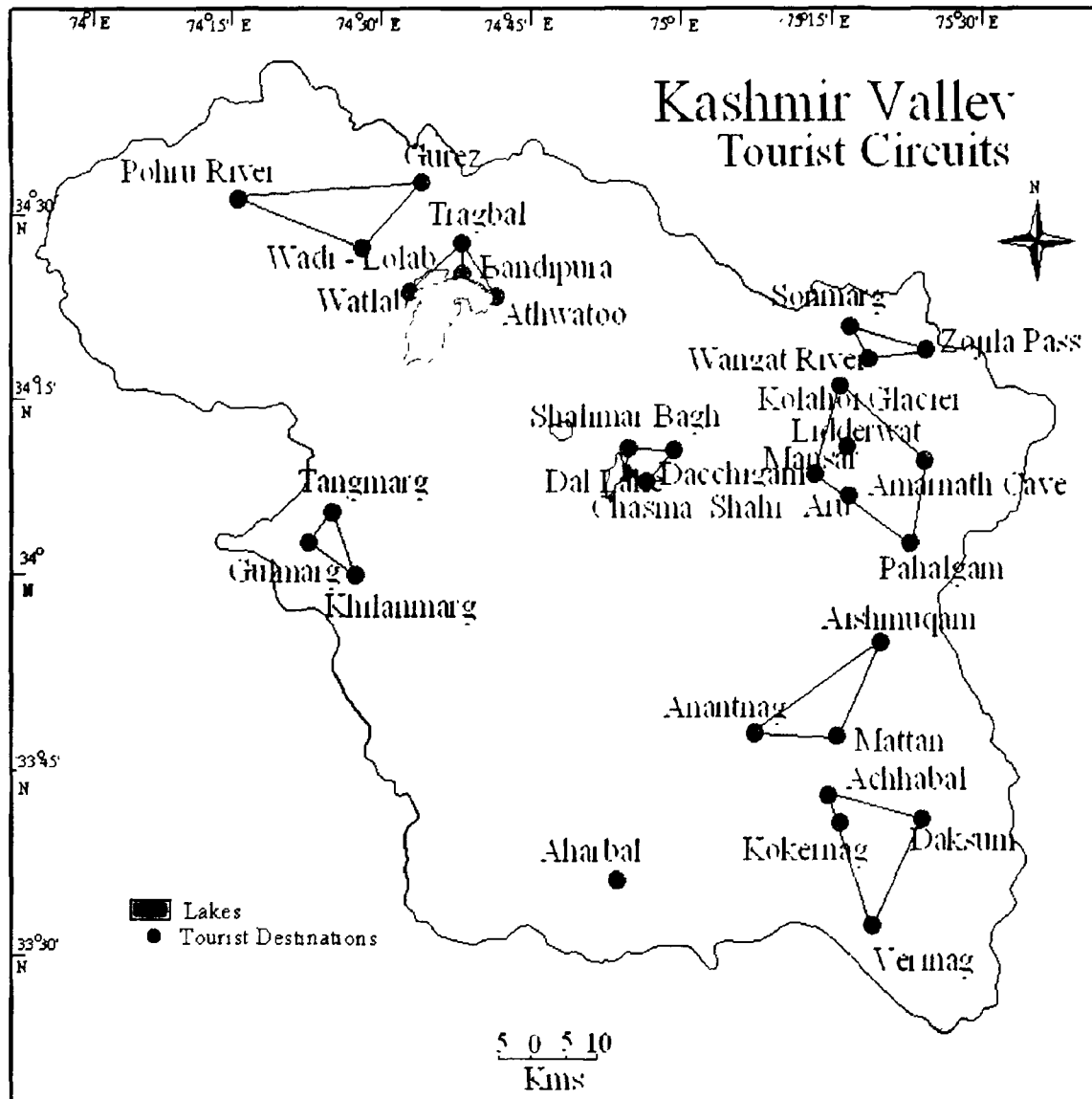
Khilanmarg is about 6 kms away from the Gulmarg bus stop. About 13 kms from Gulmarg, beyond Khilanmarg at the foothills of Apharwat Peak (4511m) is the location of Alpather Lake. Gulmarg has the distinction of being Asia's only Heli-skiing Resort Heli- skiing was introduced by Sylvan Sudan in Gulmarg in 1987.

(iii) Gurez, Wadi- lolab, Pohru River: - This tourist circuit is located at the Northern part of Kashmir Valley. This region is famous for the horticultural development. Horticulture is highly developed all along the Pohru River Valley. Wadi – lolab is famous for the purity of water. Abundance of water bodies is found in this circuit. Gurez is a famous grazing area where the Bakarwals graze their animals. This region is very rich in cultural diversity as well as in natural beauty. **Wadi-lolab** is attractive and beautiful valley full of magnificent blue prints has been praised by many poets.

Dr. Allama Iqbal says, "*pani teray chashmoon ka tadapta hua seemab, 'murgani sahar teray fizawoon main hai beetab aye wadiya Lolab'*", The meaning of these lines are that the water of the ponds in Wadi –lolab is fresh and highly energetic, the air is also energetic and free from pollution and the landscapes of valley lolab are so attractive that people don't want to leave the valley lolab. This valley attracts the people.

Fazil says, "*wesiye su gulfam yad aam yad aam, yad aam Lolab Sogam yad aam yad aam*". Means that the memories of wadi-lolab as well as the flower valleys of wadi -lolab are always in my mind.

Varnow village is home to renowned Kashmiri Islamic scholar **Allama Anwar Shah^{RA} Kashmiri**. Sogam, Chandigam, Diver, Anderbug, Lalpore and Kalaroos are some of the noteworthy areas with rest house facilities. Historical LOV Nag spring is in Anderbug. One of the most attractive places in the area is a cave located in the jungles of Madmadow. It is believed that the cave known as Kalaroos leads us to Russia. (Moonis R., Ali Mohammad 1978).



Source: - M. Raza ., A. Ahmad, Ali Mohammad (1978): *The Valley of Kashmir. The Land*

Fig. 4.1a

(iv) Dal Lake Shalimar Dachigam and Chasme- shahi:- This tourist circuit includes the Dal lake, Shalimar bagh, Dachigam, Nishat and Chasme-shahi. The Dal Lake is one of the most beautiful lakes, not only in Kashmir, rather in the whole of India. It is the second largest lake in Kashmir and is almost 6 km by 3 km in size. The main attractions of the lake are the encircling mountains, blossoming gardens and orchards, *Shikaras* and Houseboats. Nishat garden is the largest one of the Mughal gardens in Kashmir. It is situated on the banks of the picturesque Dal Lake. Also known as 'the garden of bliss', the Nishat gardens have the Zabarwan Mountains forming its backdrop. Emperor Jehangir got the Shalimar Garden built for his wife Nur Jahan in 1616. Covering an area of approximately 539 m by 182 m, the Shalimar garden offers an amazing view over the other gardens, lakes and shallow terraces. Also known as the "garden of love", the Shalimar Mughal Gardens has four terraces, rising one above the other. Chashmashahi is the smallest of the three Mughal gardens of Kashmir. Meaning Royal Spring, this garden measures 108 m by 38 m and is above the Nehru Memorial Park. Mughal Emperor Shah Jahan set up the Kashmir Chashma Shahi Mughal Gardens in 1632 AD (Dieeberg, T)

(v) Verinag – Kokernag – Daksum and Acchabal:- This tourist circuit is located at the Southern part of Kashmir Valley. This region is famous water bodies. The origin of famous river Jhelum is from Verinag. Kokernag is situated at a height of 2,020 m, is approximately 70 km from the district of Srinagar. Blooming gardens surround this spring, which bubbles at seven places at the foot of the forested mountain. The water of Kokernag in Kashmir is believed to have medicinal and digestive properties. And because of these properties only, the spring is also known as Papashudan Nag or the sin-cleansing spring. There is also a botanical garden and a rose garden near Kokernag, overflowing with fragrances of flowers and shrubs. Kokernag is also the largest fresh water spring of the Kashmir valley. The word Kokernag is a combination of the two words, *Koker* meaning 'fowl' and Nag meaning 'serpent'. Kokernag is a collection of many small springs and collectively, they all look like the claw foot of a *Koker* (cock). And the flowing stream resembles a moving serpent. Hence, the name "Kokernag". The spring of Kokernag comprise of 300 canals, 129 canals for garden purposes and 171 canals for forest area.

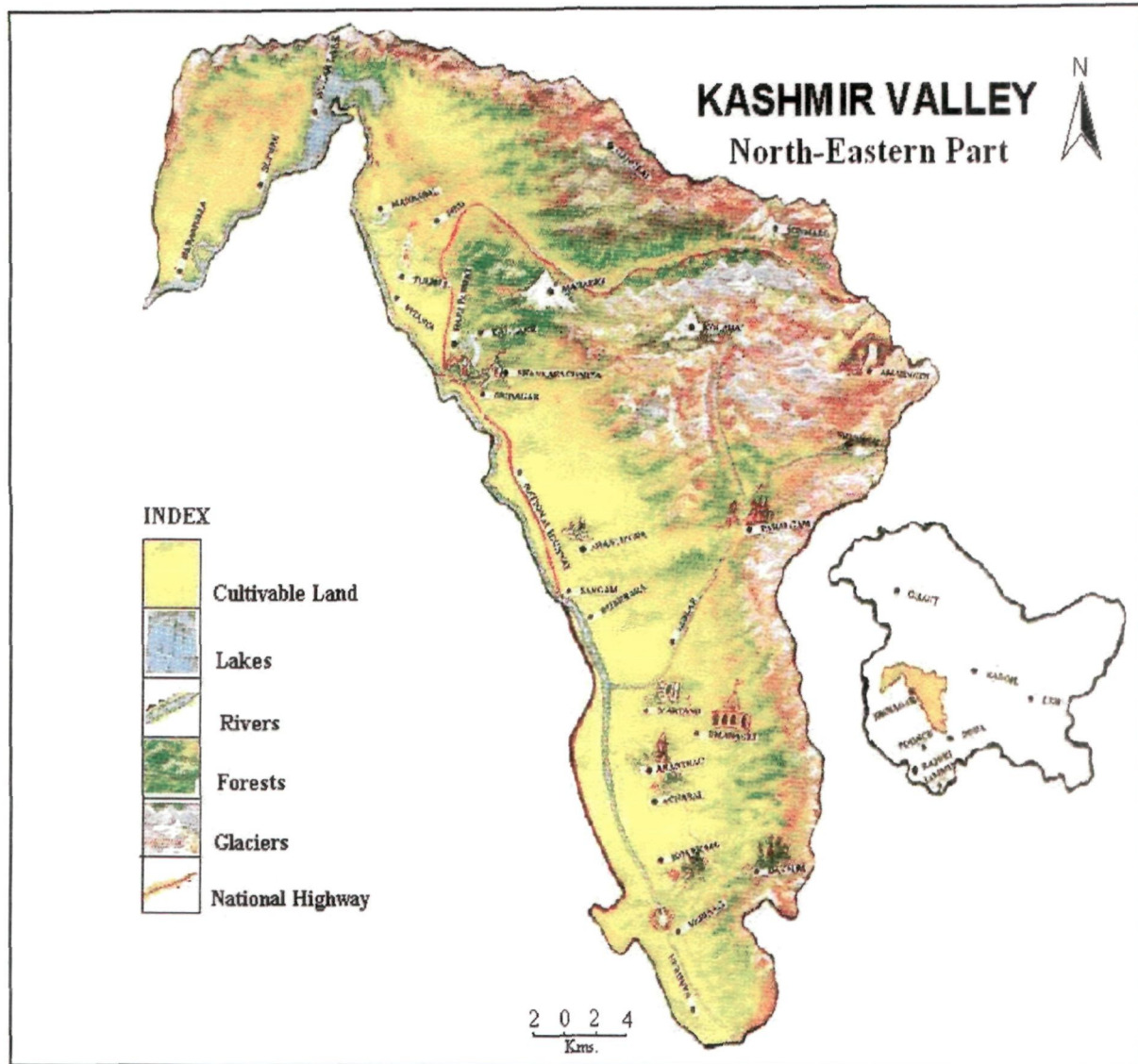


Fig. 4.1 b

Verinag is situated at a distance of approximately 80 km from Srinagar. Reached through the link road, it is located at a height of 1,876 m. It is believed that the Verinag spring in Kashmir is the chief source of the river Jhelum. There is an octagonal base at the spring, surrounded by a covered passage. The Mughal Emperor Jehangir started the construction work on both the base as well as the arcade. It was during the reign of Emperor Shah Jahan that the work got completed. There are remains of Mughal pavilion and baths in Verinag, down the stream to the east.

Achabal is situated at a distance of 58 km from the district of Srinagar. Reached via Anantnag, Achabal served as the pleasure retreat of the Mughal Empress Nur Jehan. Situated at a height of 1,677 m, Achabal is a visual treat for the eyes. Achabal is adorned with one of the best Mughal Gardens in India. The beautifully laid out garden in the Mughal (Persian) style sparkles with a charm and character, which is quite unique to it. Sprawling Chinar trees line the garden, which is situated at the foot of a hill. The other attractions of the Achabal are its stepped terraces, conventional elegance, ornamental shrubs, gleaming fountains and flowing water.

4.2 Tourist Potentials – measurements - efficiency

Global economy has been showing a shift in its orientation from primary and secondary sectors to the tertiary sector in the last few decades. This trend is highlighted by the increasing contribution of the tertiary sector to the GDP in almost all of the developed world and in a number of developing countries including India.

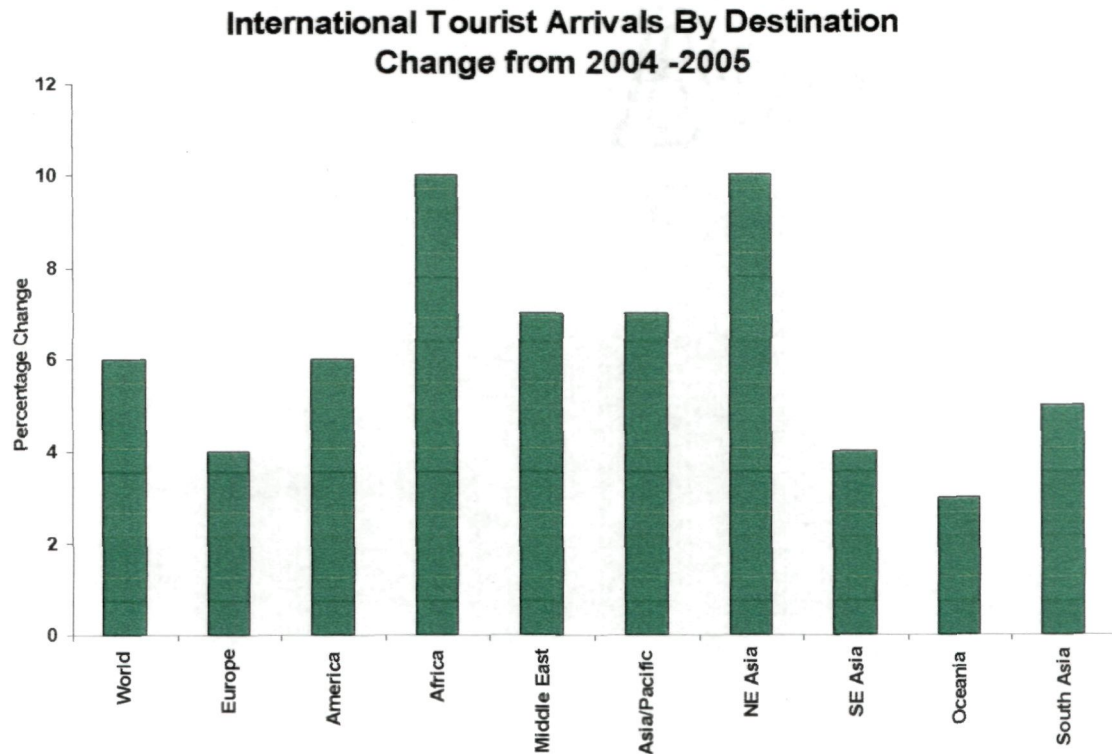
The **World Tourism Organisation (WTO)** reports preliminary worldwide tourism results for the twelve months of 2005. The number of international tourist arrivals recorded worldwide grew by 5.5% and exceeded 800 million for the first time ever. The number of international tourist arrivals in 2005 is estimated at 808 million, up from 766 million in 2004. This is a consolidation of the growth achieved in 2004 (+10%). WTO reports that although growth was more moderate, it still almost 1.5 percentage points above the long-term average annual growth rate of 4.1%. Growth in Asia and the Pacific averaged 7%, following on from the post-SARS rebound in 2004 (+27%). The strongest performers were Taiwan, China and Japan. According to World Travel and Tourism Council (WTTC) show that in 2006, tourism generate, directly and indirectly, 10.2 % GDP and 11% work force world-wide economy. In

India its share is only 2.1 % to GDP in 2006. According to the Minister of Tourism, 36.54 lakh tourists visit India as compared to 32 lakh in 2005. Estimates made by the Department of Tourism, Gol place the employment the employment generation potential of tourism in India (fulltime/ part time/ casuals) at 42 million jobs. In India tourism currently accounts for 16.5 million direct and 22.4 million indirect jobs (Aaser, J Jafari 1988).

Fig. 4.2 reveals that that percent change of tourist flow from 2004-2005 is maximum in the Africa as well as North East Asia. Both the regions are culturally diversified. So this indicates that cultural tourism is more attractive nowadays as compared with religious tourism. The European countries where there is Anthropogenic as well as Natural attractions, the majority of tourist are not interested to see these tourism potentials as compared to the cultural tourism potentials. Same is the case with India, majority of tourists visit the states like Rajasthan and Kerela due to cultural diversity.

Global and national economics, regional geopolitics, transportation and communication, planned and development and marketing, diversification of activities and attractions, and growth of ancillary economic activities all have played roles in supporting and stimulating growth of tourism in Kashmir Valley in the 1980's. The principal indicators of growth includes numbers of tourist, increases in population, expansion of hotels, shops and other facilities and the development of new business in the service sector and the impacts of all of this. The year-wise distribution is interesting and also quite revealing of the touristic strengths of the State and revealed that the trend is inclining due to the natural as well as cultural factors and due to some political as well as other factors tourist flow declines. From 1975 onwards the trend of tourists was inclining up to 1982 (Fig.4.2 (a)). Both the domestic as well as the international tourists are inclining but in the year 1983 it again declines up to 1985. During 1980's Kashmir Valley received 89.9 percent domestic tourists while as the Laddakh region received only 7.2 percent tourists in average in the same period. Onwards 1977 the proportions of domestic as well as foreign tourists are relatively unchanged.

**International Tourist Arrivals by Destination (preliminary data),
Percent Change Jan-Dec 2005 over Jan-Dec 2004**



Source: World Travel and Tourism Council

Fig. 4.2

In 1984 a drop in the total number of tourists was observed, primarily due to the political conditions and insurgency in the neighbouring states like Punjab. Tourist could not avail of the only land route at that time as it passed through this state because of its closure to foreigners due to prevailing terrorism. Again the tourism market developed in the Valley up to 1988 and due to insurgency started from 1989, tourism industry there virtually collapsed, which leads to the unique stimulant for tourism growth in Himachal Pradesh and other neighbouring states of the Jammu and Kashmir. Security forces restricted travel to and from the area on numerous occasions. Travel was strongly discouraged by the Indian Government and various national governments through out the decade and both the tourists and businesses catering to them have left Jammu and Kashmir, and many relocated to Himachal Pradesh. While the well- publicized conflict has a significant deterrent quality, other specific events such as periodic attacks on, and deaths of, pilgrimage tourists and the abduction and

the murder of foreign tourists, have rung the death knell for tourism in Kashmir for the time being

Similarly in 1990 disturbed political conditions in the Valley contributed to a sharp decline in the total tourist arrivals from 5,57,974 in 1989 to 10, 722 a drop of more than 70 per cent. There was also increase in the number of tourists visiting the Valley in 1987 over the previous year, mainly due to a major avalanche around Zojila in November 1986 causing a great human tragedy. During 1992 there is sharp increase in the tourist flow in Kashmir Valley, as it was the **Monkey year**, which occurred every twelve years in Laddakh. The conflict in Jammu and Kashmir also has limited access to the high profile tourist destination of Laddakh. This is because the primary overland route passes through highly conflicted areas in Kashmir such as Srinagar, Drass and Kargil. This has resulted in the shift of that travel to the secondary overland route namely NH21 through Kullu-Manali. Himachal Pradesh is thus a beneficiary of conflict through a shift in tourist destinations, businesses and traffic.

In the Valley tourism industry remain at the bottom till 1997 and again when insurgency get under control tourist flow increases day by day and cross 1 lakh on 2000 A.D. A record number of 6 ten lakh tourists, including 4 60 lakh Amarnath pilgrims, have visited Kashmir Valley this summer so far, thereby crossing the record of 7 22 lakh tourists in 1988, when the highest number had been registered. The officials here claimed that the increase in Amarnath pilgrims over the years had led to the increase. With the increase in pilgrim tourists, the message had gone across that the situation was improving in the state, which led to the flow of more tourists.

In 2001 due to again political issues and other minor factors tourist flow to the Valley declines but during 2003 onwards it again developed because other factors also stimulate tourism in the Valley like diversification of outdoor recreation activities and attractions and the growth of commercial horticulture and as well, increasingly used for movie and video productions. The Valley of Kashmir being described "Paradise on the Earth". Both domestic as well as foreign tourists visit the Valley since time immemorial. The domestic tourists are confined to the Pilgrimage centers like Amarnath, Kher Bhawan and other shrines. Besides this the Valley has enormous tourist potential due to its scenic beauty, climatic conditions, and adventurous sports,

ruins and relics of pre-historical and cultural has a great attraction for domestic as well as foreign tourists. It has been observed that the all tourist scene of the Valley is dominated by domestic tourists. These tourists are coming from the rich parts of the country. However, the number of foreign tourists is very dismal which is given in table 4.2 (a). Since 1975, there has been a tremendous increase in foreign as well as domestic tourists. The table 4.2 (a) as well as the figure 4.2 (a) (i, ii) reveals that the proportionate share of domestic and foreign tourists in 1975 was 88.98 per cent and 12.01 per cent respectively.

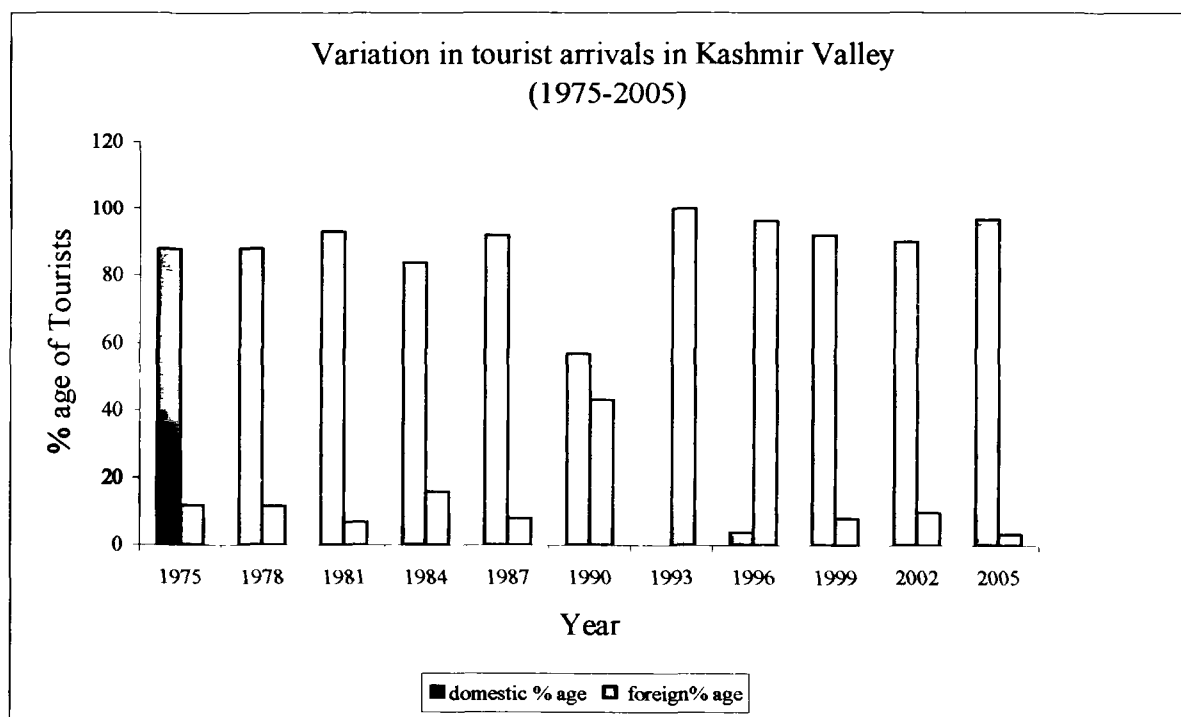
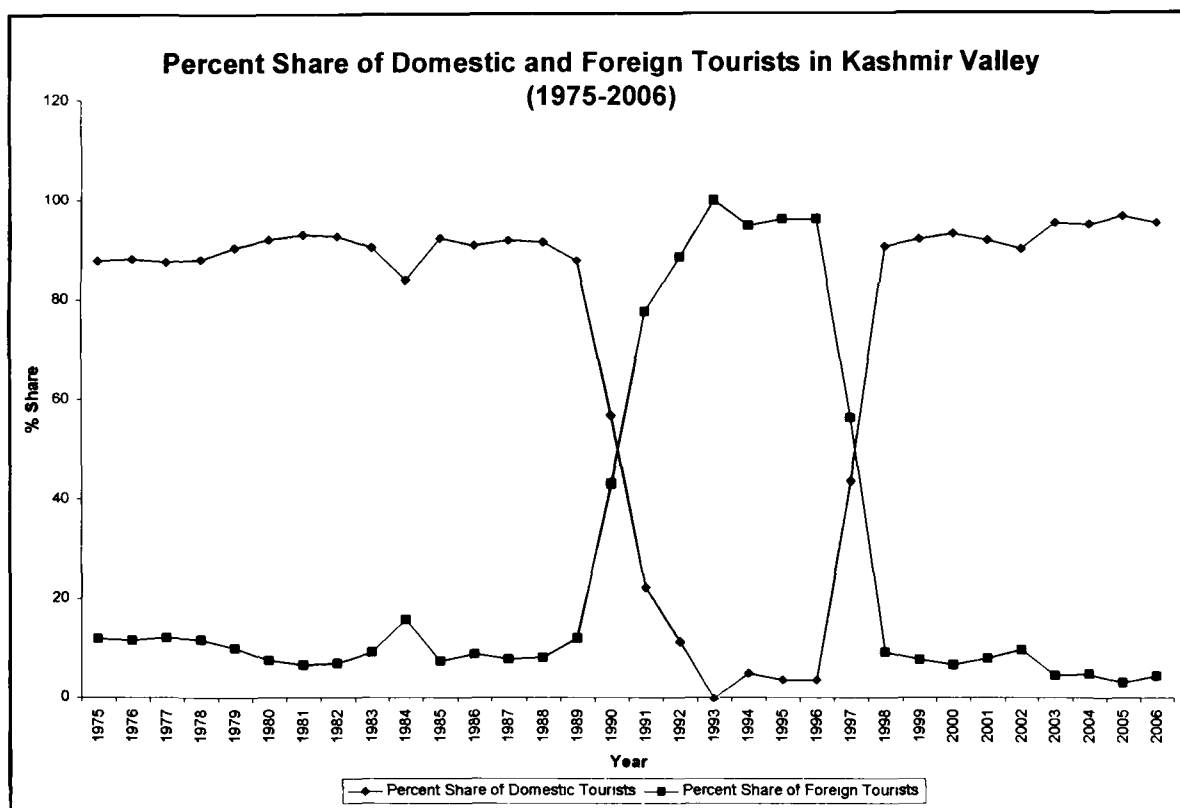
In 1985 the proportionate share of domestic tourists increased further to 92.45 per cent and proportionate share of foreign tourists decreased to 7.54 per cent. In 1990 the proportionate share of domestic tourists have declined and reached 0 percent in 1993 while the foreign tourists arrivals get increased in the same period. The starting 1990's were reverse trend in the domestic as well as in foreign tourist arrivals in the Valley of Kashmir where as the later years recover from this as in given table 4.2. In starting 1990's due to infiltration and other political issues the Kashmir was in turmoil. So, no one domestic tourist was interested to take the risk and visit the Valley. This period was also known as "Dark age" in tourism sector in Kashmir Valley. Only 8026 foreign tourists visit the Valley in 1993 and make 100 per cent foreign arrivals in the Valley. But after 1996 the normalcy prevails in the Valley and the proportionate share of domestic tourists began to increase again and share of foreign tourists decreased continuously and the respective share of domestic tourists was 96.74 per cent and foreign tourists was only 3.25 per cent in 2005.

Annual tourist flow shows a threefold increase in the decade 2002-2005 (Table 4.2(a)). During 1998 tourist flow was little bit affected by nuclear tests conducted by India and Pakistan. Many package tours involving foreign tourists were cancelled. The **Kargil crisis** following in 1999 caused a decline in tourist visits between domestic as well as foreigners alike during the summer as well as spring seasons. During **September 11, 2001** similar declines in domestic as well as the foreign tourists in important autumn season.

**Table 4.2 a. Year-wise Break up of Domestic and Foreign Tourist Arrivals in
Kashmir Valley (1975-2005)**

Year	Domestic	Fluctuation %	% share	Foreign	Fluctuation %	% share	Total	Fluctua tion %
1975	162676	-	87.98	22214	-	12.01	184890	-
1976	286412	+43.20	88.26	38078	+41.06	11.73	324490	+43.02
1977	387817	+26.14	87.73	54223	+29.77	12.26	442040	+26.59
1978	443342	+12.52	88.19	59323	+8.59	11.80	502665	+12.06
1979	498067	+10.98	90.59	55680	-6.54	10.12	549747	+8.56
1980	548491	+9.19	92.25	46026	-20.9	7.74	594517	+7.53
1981	598555	+8.36	93.18	43745	-5.21	6.81	642300	+7.43
1982	560987	-6.69	92.90	42851	-2.08	7.09	603838	-6.36
1983	398428	-40.80	90.64	41101	-4.25	9.35	439529	-37.38
1984	192684	-106.77	84.08	36458	-12.73	15.91	229142	-91.8
1985	465599	+58.61	92.45	38015	+4.09	7.54	503614	+54.50
1986	536598	+13.23	90.99	53118	+28.43	9.00	589716	+14.60
1987	664081	+19.19	92.02	57537	+7.68	7.97	721618	+18.27
1988	662097	-0.29	91.69	59938	+4.00	8.30	722035	+0.05
1989	490212	-35.06	87.85	67762	+11.54	12.14	557974	-29.40
1990	6095	-7942.85	56.84	4627	-1364.49	43.15	10722	-5104.0
1991	1400	-335.35	22.26	4887	+5.32	77.73	6287	-70.54
1992	1175	-19.14	11.38	9149	+46.58	88.61	10324	+39.10
1993	0	0	0	8026	-13.99	100	8026	-22.25
1994	500	+100	5.09	9314	+13.82	94.90	9814	+18.21
1995	322	-55.27	3.77	8198	-13.61	96.22	8520	-15.18
1996	375	+14.13	3.76	9592	+14.53	96.23	9967	+14.51
1997	7027	+94.66	43.54	9111	-5.27	56.45	16138	+38.23
1998	99636	+92.94	90.67	10247	+11.08	9.32	109883	+83.31
1999	200162	+50.22	92.11	17130	+40.18	7.88	217292	+49.43
2000	104337	-91.84	93.23	7575	-126.13	6.76	111912	-94.16
2001	66732	-56.35	91.92	5859	-29.23	8.07	72591	-54.16
2002	24670	-170.4	90.18	2686	-118.13	9.81	27356	-165.35
2003	182205	+86.46	95.31	8959	+70.0	4.68	191164	+85.68
2004	358095	+93.11	95.05	18634	+50.9	4.94	376729	+49.25
2005	585702	+38.86	96.74	19680	+5.31	3.25	605382	+37.77
2006	412879	-41.85	95.37	20009	+1.64	4.62	432888	-39.84

Source - Department of Tourism, Jammu and Kashmir



Source: - Department of Tourism, Jammu and Kashmir.

Fig. 4.2 a (i, ii,)

Figure 4.2 (b) reveals the domestic and foreign share of tourists in Kashmir Valley. It is revealed through the actual trend line and estimated linear trend line for the time period 1975-2006. The estimated linear value of tourist share for each time point has been find out based on the equations of $y = -0.5125 X + 81.52$ (Domestic tourist share) and $y = 0.5095X + 18.543$ (Foreign tourist share) which are presented in the table 4.2 b.

The deviation of linear trend line from actual trend line reveals the gap between actual share and estimated linear share in different time period. Fig. 4.2 reveals the contrast characteristics of trend of domestic and foreign tourist share in the study area. However in domestic tourist share it is exhibited the splendid (drastic) downfall of domestic share 1989-1991. The declining trend remains continued till 1997. The share of foreign tourist drastically increased from 1989-1991 and remain continued till 1997. Another contrasting figure is that while the linear trend of domestic share shows declining but the share of foreign tourists shows increasing trend.

4.3. Seasonal Variations of Tourist Flow in Kashmir Valley.

Tourist traffic in the Valley as elsewhere in the world is subjected to seasonal variations. This uneven seasonal wise spread of tourist traffic is more pronounced in Kashmir, due to its prolonged inclement weather corresponding to hilly climatology with long and severe winter crimpling the tourist industry. Tourists of several kind and varied nature are visiting the Valley for diverse and dynamic purposes comprising Pilgrims, Trekkers, Gofers and nature lovers. The seasonality of tourist visitation to the Kashmir Valley described as. The April to June period accounts for at least 50% of visits and the September to October accounts for 30% of visits. The remainders of visits are spread through the remaining months, with the summer (July to August) and winter (January to March) being the most heavily used. Diversification and promotion of activities such as winter sightseeing, skiing, snow skating have led to increased visits during the winter.

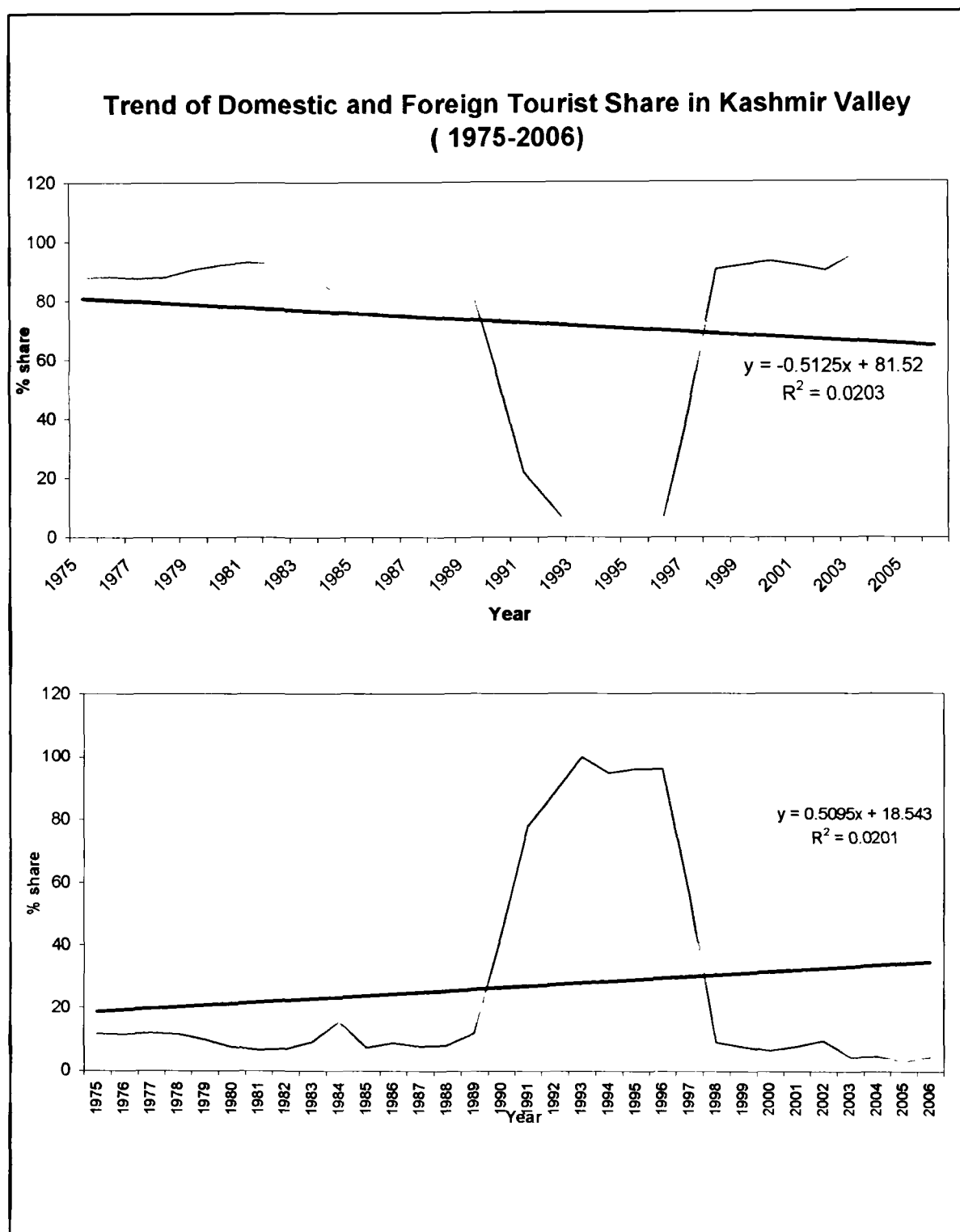


Fig. 4.2 (b)

Table. 4.2 b Estimated Trend Share of Domestic and Foreign Tourists

Year	Domestic	Foreign
1975	18 00	19 05
1976	80 49	19 56
1977	79 98	20 07
1978	79 47	20 58
1979	78 95	21 09
1980	78 44	21 60
1981	77 93	22 10
1982	77 42	22 61
1983	76 90	23 12
1984	76 39	23 63
1985	75 88	24 14
1986	75 37	24 65
1987	74 85	25 16
1988	74 34	25 67
1989	73 83	26 28
1990	73 32	26 69
1991	72 80	27 20
1992	72 29	27 71
1993	71 78	28 22
1994	71 27	28 73
1995	70 75	29 24
1996	70 24	29 75
1997	69 73	30 26
1998	69 22	30 77
1999	68 70	31 28
2000	68 19	31 79
2001	67 68	32 29
2002	67 17	32 80
2003	66 65	33 31
2004	66 14	33 82
2005	65 69	34 33
2006	65 12	34 84

**Table 4.3: Total tourists arrival during different months in the Valley
(2003-2006)**

Months	2003	% share from total	2004	% share from total	2005	% share from total	2006	% share from total
Jan.	1017	0.53	6981	1.85	15422	2.54	8985	2.07
Feb.	819	0.42	8764	2.32	6022	0.99	16076	3.71
March	1178	0.61	10860	2.88	15239	2.51	22972	5.30
April	143	0.75	15197	4.03	52157	8.61	51296	11.84
May	19228	10.05	51126	13.57	89499	14.78	106148	24.52
June	51096	26.72	67216	17.84	108881	17.98	105850	24.45
July	47957	25.08	47753	12.67	101831	16.82	54598	12.61
Aug.	24067	12.58	33901	8.99	49432	8.16	15763	3.64
Sep.	17687	9.25	27910	7.40	42457	7.01	9340	2.15
Oct	11411	5.96	33603	8.91	54780	9.04	18202	4.20
Nov.	7809	4.08	42424	11.26	38611	6.37	15543	3.59
Dec.	7458	3.90	30994	8.22	31051	5.12	8115	1.87
Total	191164	100	376729	100	605382	100	432888	100

Source - Department of Tourism, Jammu and Kashmir 2007

During the summer season maximum tourists visited the Kashmir Valley because the good climatic condition. Both the domestic as well as the foreign tourist flow was at the peak position in this season. In the Summer season the temperature is very high and hot air waves are moving called *Loo* in India. So the people in the southern parts of India move to the Kashmir Valley and enjoy the climatic conditions.

Again during the rainy season started from 15th July onwards the tourists flow slowly declines because in the Southern parts of the country the temperature declines and climatic conditions get better in remaining parts of the country. The foreign tourists are still on peak in this period. The religious tourism is on peak in this period in the Valley, tourists move to Amarnath Shrine from all over the country.

The onset of autumn, perhaps Kashmir's loveliest season, is towards September, when green turns to gold and then to russet and red. The highest day temperatures in September are around 23°C and night temperatures dip to 10 ° C by October and further drop by November, when heavy woollens are essential. In this season the tourist flow get declined in the Valley. Through November, to the beginning of March is Winter time as well as Cold Ice Climatic Conditions, which presents Kashmir in yet another mood as the landscape becomes bare, soon to be covered by the white mantle of the first snow fall. During these two seasons, winter as well as in the Ice Cold season the only adventurous tourism is developed. The limited tourists come from all over the world to participate in the winter games held in Gulmarg, Pahalgam and other places in the Valley. But the graph as well as the table shows very less number of tourists visit in the Valley (Hussain M 2000).

4.4. Monthly Variations of Tourists in Kashmir Valley

Table 4.4 shows, although the tourists visited the Valley during different months from 2003-2006, but the majority tourists whether it is domestic or international mostly visiting in the months of June, July and August and the number of visitors show a special preference for Sundays and general holidays. In Jan each year mostly the tourists visit the Valley that are engaged in winter spots like, mountaineering, hiking, Snow scating, rafting and other winter games. From Feb the tourist flow slowly develops in the Valley. Table 4.4 shows that the tourist flow increases after 2003 during each and every month. There is not only a yearly variation

in the tourist flow but also show a great monthly variation in the tourist flow. From the 2003 the political as well as the other conditions came under control so that the tourism industry developed day by day. Due to the terrorism as well as the political factors only 1,017 tourists visited in the Valley during the month of Jan 2003 while as 8,985 tourists visited in the same month but in the year 2006. This shows that the tourists flow increases in the Valley day by day. During 2003, 51,096 tourists visited the Valley in the Month of June while in June 2004, 67,216 tourists visited the Valley and this number increases to 1, 08,881 in 2005 and it reached at 1, 05,850 in June 2006. The months June, July and August each year where maximum tourists visit the Valley because the climate is very much pleasant and in the remaining states of the country the harsh climatic conditions are found. The religious tourism is also on peak in these three months because the tourists visit the Amarnath shrine. More than 60 % of the tourists visit in the Valley during these three months as shown in the table 4.3. In June 2006 the graph shows declination of tourist flow as compared to the previous year because due to sex scandal, political issues and neighbouring states attacked on the tourists. A tourist from Madhya Pradesh was killed in Kashmir on 23rd May 2006.

Three other tourists — Murli Dhar, and his wife Saroja Dhar and Kavita, daughter of Kanya Lal were injured in the incident. On 25 May 2006, minutes after Indian Prime Minister Manmohan Singh left Srinagar after holding the second roundtable conference, a grenade at a tourist bus on the outskirts of the city, killing four persons and injuring seven others. A group of about 70 Gujarati tourists had moved out of hotels after security restrictions were eased following Prime Minister Singh's departure to New Delhi. The tourists were headed for the Mughal gardens and as their bus halted at a speed breaker near Zakura, a grenade was thrown at it, the incident clearly indicated that the failure to disrupt the roundtable.

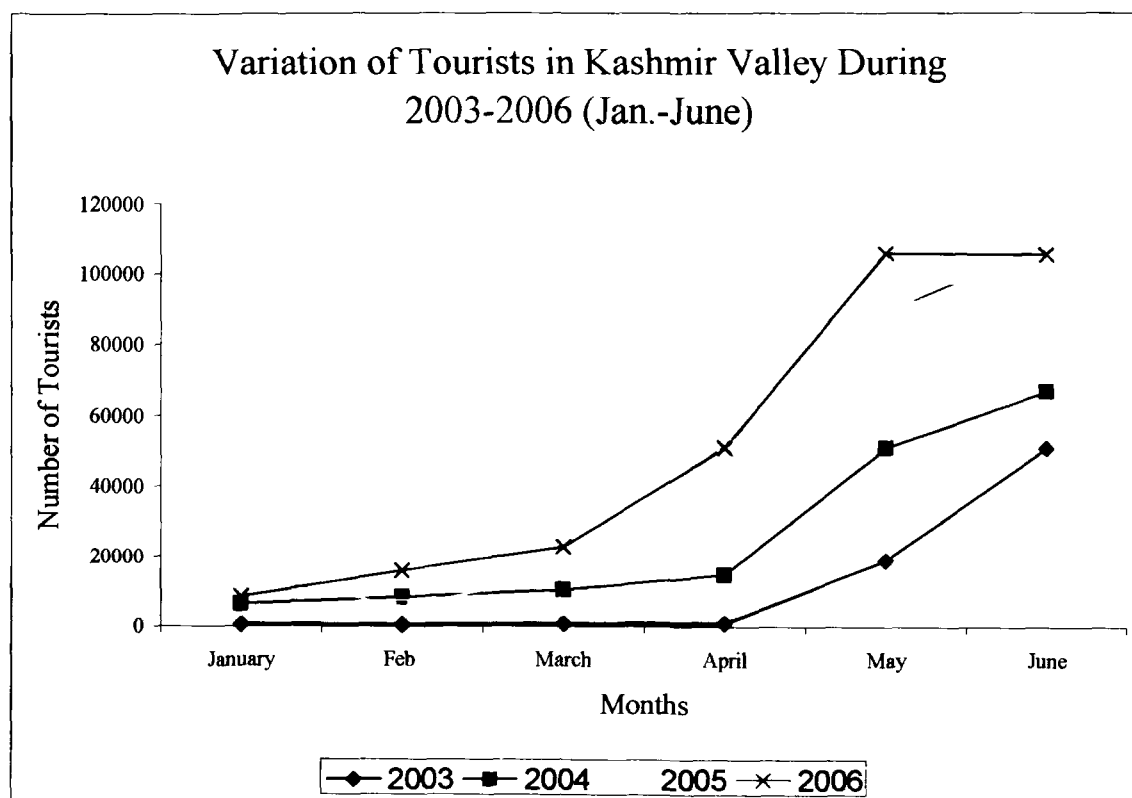
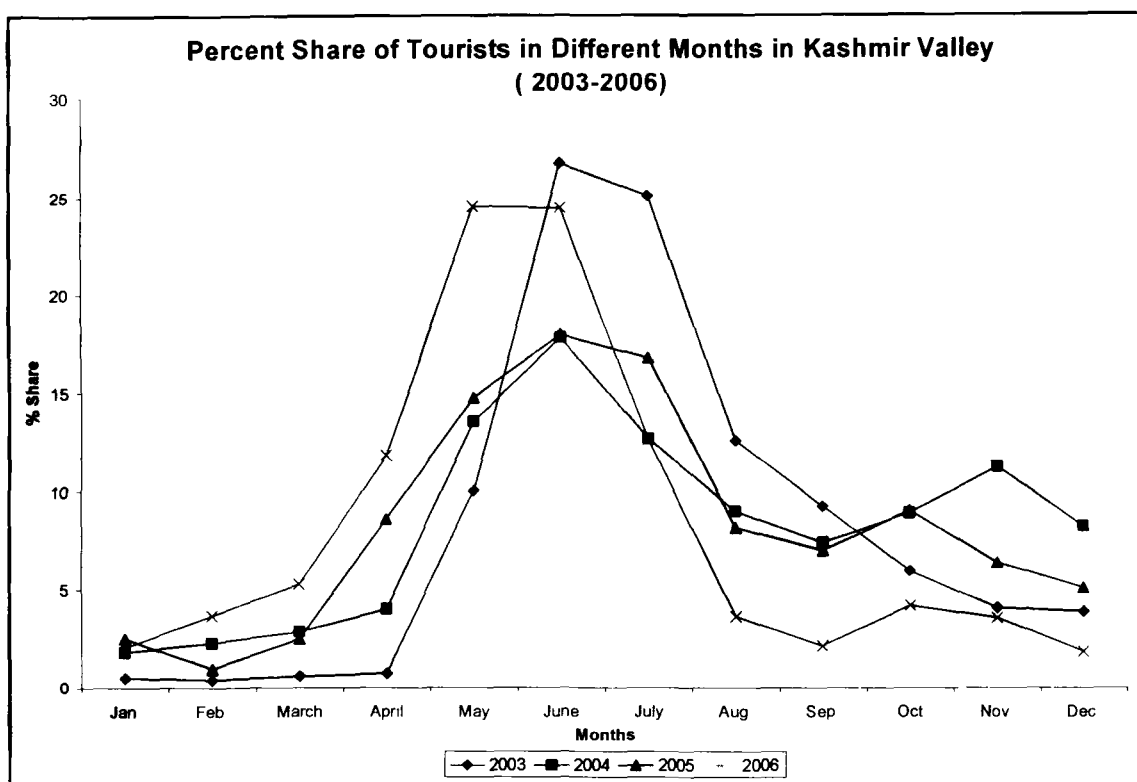
This is totally a political issue to disrupt the conference and show the world that Kashmir Valley is insecure and disturbed area that leads to decline in tourist flow and also helps to others states to incline tourism industry. However, the attack did not lead to panic among those visiting Kashmir. Three days later, over 2,000 tourists, including foreigners, arrived in Srinagar. Significantly, no cancellation was reported and the movement of tourists around the Dal Lake in Srinagar, one of the most popular tourist resorts, was reported to be usual. Authorities said on 28 May 2006 that

over 13,000 tourists, including foreigners, were believed to be in the Valley. On 31 May 2006, other grenades hurled at two tourists buses from West Bengal, injuring 22 people. The buses were attacked at Dal-gate *Shikarawalas*, houseboat owners and all those deriving their livelihood from the tourism industry have expressed outrage at the targeting of tourists. The attacks on tourists not only affect the main sector of the state's economy, but it also impacts other sectors such as hospitality industry, handicraft, horticulture etc., which also derive business from tourists. Observers say that an increase in attacks on soft targets such as tourists could cripple the economy and force Kashmir's to leave the Valley in search of jobs elsewhere. Some observers also say that the state could well become 'Kashmir without Kashmiris'. These few attacks on tourists show declination of tourism industry in the Valley. After 1987 the tourist flow developed in the neighbouring states like Himachal Pradesh, as well as in Punjab, Haryana, Uttarakhand and others because the political conditions are not good in the Valley. The tourists never feel secure after 1989 till 2000. So they visited other neighbouring States like Himachal. But when the political as well as other factors get better in the Valley then neighbouring states don't want to decline their economy and they attacked on tourists, so that tourists feel insecure and move to the Himachal and other states.

**Table 4.4 Total Tourists who visited the Valley from Jan-May
(2003-2006)**

Month	2003	2004	2005	2006
January	1017	6981	15422	8985
Feb.	819	8764	6022	16076
March	1178	10860	15239	22972
April	1437	15197	52157	51296
May	19228	51126	89499	106148
June	51096	67216	108881	105850

Source. - Department of Tourism, Jammu and Kashmir 2007



Source: - Department of Tourism, Jammu and Kashmir.

Fig.4.3, 4.4

4.5 Country-wise Variation in Tourist Arrival in Kashmir Valley

The Table 4.5 shows, that the tourists from different parts of the world have been visiting Kashmir Valley annually, but Honkong ranks first in 2000, 2001 and in 2004. In 2000 Honkong sharing 16.89 per cent while in 2001 sharing 18.14 per cent and in 2004 sharing 11.14 per cent tourists to flow the Valley. But in 2003 Honkong ranks second and sharing 9.69 per cent of tourists flow to the Valley. In 2005 Honkong sharing 7.43 per cent of tourist flow to the Valley. Now from 2003 the trend of tourist arrivals in the Valley changes and Israel is the second leading country in tourist arrivals in the Valley and ranks second in tourist flow to the Valley Kashmir.

Israel was sharing 12.24 in 2003 while in 2004 it was sharing 9 per cent of tourist flow to Valley and 8 per cent in 2005 (Fig. 4.5). Before 2003 less tourists came from Israel to Valley because of the political factors and the Israel tourists feel insecure to visit Muslim dominated area.

Taiwan, U.K. and U.S.A. have been sharing tourist flow to Kashmir Valley in majority from last five years and through out the history. Taiwan has been sharing more than 5 per cent from 2000 onwards but only decline in the year 2005. But U.S.A. and U.K. were the leading countries where from the tourists came and visit the Valley of Kashmir from time immemorial. Besides other countries, which contribute the major portion of tourists' arrival in Kashmir Valley, are Malaysia, China, Germany, Italy and Singapore. Other countries, which contribute tourist arrivals in the Valley in minor proportion, are South Africa, Japan, Australia, Argentina, Brazil, and Korea.

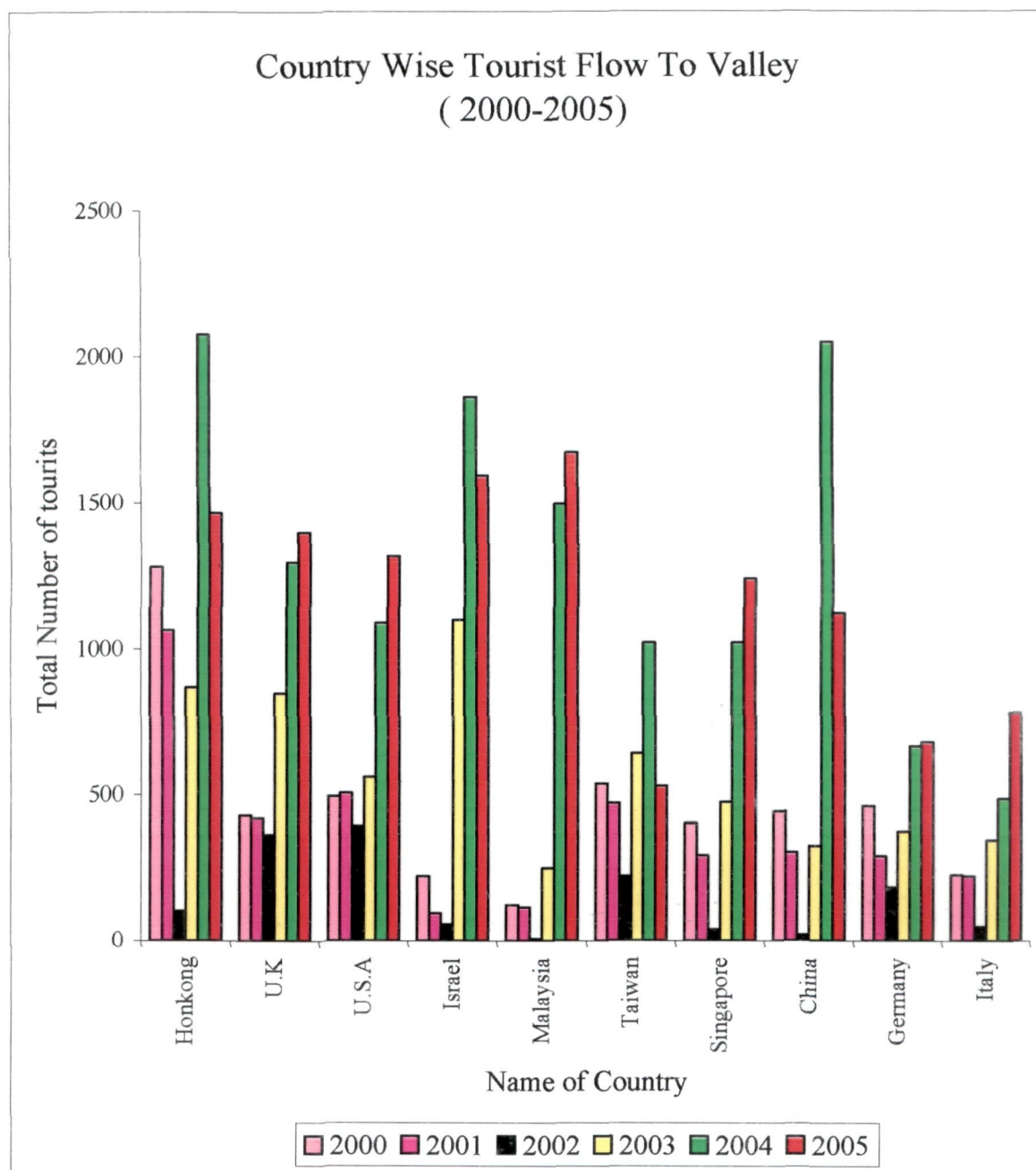
There is a great temporal variation in international tourist arrivals to the Kashmir Valley. During 2000, seven thousand seventy five tourists arrive in the Valley while it increases year by year because political stability, as well as the insurgency gets under control. In 2002 only 2686 foreign tourists visited Kashmir Valley, which shows declination because of 11th September 2001. Again after 2002 foreign tourist arrivals increases but in 2006 it again declines because attack on tourists on 29th May 2006. Besides throwing of hand-grenades and other attacks on tourists. The other factors, which are responsible for declination of tourist arrivals in Valley, are political issues.

Table 4.5. Country wise tourist arrivals in Kashmir Valley in percentage as well as in number. (2000-2005)

Name of the country	2000	2001	2002	2003	2004	2005
Honkong	1280 (16.89)	1063 (18.14)	101 (3.76)	869 (9.69)	2077 (11.14)	1464 (7.43)
U.K	431 (5.68)	422 (7.02)	363 (13.5)	849 (9.47)	1296 (6.95)	1400 (7.11)
U.S.A	495 (6.53)	506 (8.56)	394 (14.66)	562 (6.27)	1088 (5.83)	1318 (6.69)
Israel	220 (2.9)	93 (1.58)	57 (2.12)	1097 (12.24)	1862 (9.99)	1592 (8.08)
Malaysia	122 (1.6)	113 (1.92)	7 (0.26)	248 (2.76)	1496 (8.02)	1671 (8.49)
Taiwan	537 (7.08)	471 (8.03)	221 (8.22)	641 (7.15)	1020 (5.47)	528 (2.68)
Singapore	401 (5.29)	291 (4.96)	38 (1.41)	474 (5.29)	1020 (5.47)	1238 (6.29)
China	443 (5.84)	300 (5.12)	20 (0.74)	321 (3.58)	2049 (10.99)	1121 (5.69)
Germany	461 (6.08)	288 (4.9)	183 (6.81)	374 (4.17)	666 (3.57)	679 (3.45)
Italy	224 (2.95)	221 (3.77)	49 (1.82)	341 (3.80)	486 (2.60)	781 (3.96)
Others	2961 (39.08)	2091 (35.68)	1253 (46.64)	3183 (35.52)	5574 (29.91)	7888 (40.08)
Total	7575	5859	2686	8959	18634	19680

Sources - Department of Tourism, Jammu and Kashmir, 2006

(Figures in Parenthesis related to percentage)



Source: - Department of Tourism, Jammu and Kashmir.

Fig 4.5

4.6 Socio- Economic Profile of the Sampled Tourists Visiting Kashmir Valley in 2006

A survey of foreign as well as the Domestic to Kashmir Valley was conducted, with the objective of ascertaining the profile of the tourists in terms of socio-economic conditions during the visit to Valley Besides this, the problem they face during the visit, suggestion to control that problem, new concepts, ideas and conclusions The data is collect through a Random sample of 500 tourists surveyed Random sampling was deemed most suitable for this survey, employed since tourist profiles were required For convenience of analysis three age groups were determined as given in table 4 6 (a)

Both the foreign as well as domestic tourists, the majority of tourists were between the age group of 20-40 years, followed by the age group of 40-60 years and less percentage of tourists visiting Valley was in the age group of below 20 years

It is clear from the table 4 6 (a) that out of the total 500 sample tourists, 65 per cent were males and 35 per cent were females The male tourists dominate the overall tourist scene of Valley. Mostly the educated tourists are visiting the Valley Among both, domestic as well as foreign tourists Business group form largest tourist ground of the Valley while as the others come at the bottom.

There is positive correlation between ones income and urge for travel However there is a great difference in the income groups between foreign and domestic tourists. More than 75 per cent of foreign tourists from high income group The survey was conducted in the tourist destinations like Phalgam, Gulmarg, Sonmarg, Dal Lake, Wullar Lake, and other small destinations over a period of six months (March- July), which is the peak tourist season in the Kashmir Valley as per indices of tourist arrivals from State Department of Tourism. In additional to the interview method, the survey includes questionnaire, which were distributed to both foreign as well as the domestic tourists in the important tourist destination of Valley Kashmir This method proves very important because of collecting primary data as it allows the respondent to think and make decision maker



**Table 4.6 (a) Socio- economic Profile of the Sampled Tourists visiting
Kashmir Valley in 2006**

Demographic Characteristics	Percentage	Demographic Characteristics	Percentage
Sex		Purpose of visit	
Male	65 00	Sight seeing	67 00
Female	35 00	Religious pilgrimage	28 00
Age groups		Official or work related	1 50
Below 20	17 00	Educational	2 50
20-40	51 00	Visiting friends and relatives	1 00
40-60	32 00	Country of Foreign	
Marital status		U K	13 00
Married	61 00	U S A	13 50
Unmarried	38 50	Israel	18 00
Living together	1 50	Malaysia	12 00
Type of religion		Taiwan	9 00
Islam	11 00	Singapore	6 00
Hinduism	72 00	China	9 00
Jainism	3 00	Germany	3 50
Buddhism	2 00	Italy	2 00
Christianity	9 00	Salary group (monthly)	
Sikhism	2 50	Below 500 US \$	60 00
No Religion	0 50	501-1000	13 00
Employment status		1001-2500	9 00
Business	55 00	2501-4000	7 00
Employ	35 00	4001-5500	6 00
Students	8 00	5501-6500	1 00
Others	2 00	Above 6501 \$	4 00

Sources - Based on the field study by author in Kashmir Valley 2006-2007

According to Roger (1991), “ the concept of having a respondent sit down and recollect on the subject and provides his or her best shot at stating past behaviour, current feeling and motivations, has considerable appeal for many of complex information needs that plague travel researchers” (p. 43)

The demographic characteristics identified for the survey includes age, sex, nationality, marital status and income. The tourist demographic profile shows that among the total sampled respondents (Table 4.6) 65 per cent were male while as only 35 per cent were females. The lifestyle characteristics demographic and psychographic characteristics is that among the respondents 61 per cent were married, 38.50 singles and only 1.50 per cent, living together.

A higher percentage of the Swiss, American and British tourists belonged to the highest salary group (US\$6501 per month). 60 per cent of the tourists spend less than US\$ 500 in India (Rs. 4500/-). The American tourist had the highest budget for spending in India. 71 per cent of the tourists belonging to the highest salary group. Tourists traveling with family were found to belong to the top salary group.

Besides this tourists prefer different types of accommodation. Table 4.6(b) reveals that the maximum percentage of domestic tourists prefers the hotels for their accommodation while as the foreign tourists prefer Tourist Bungalow for their accommodation because in the bungalows the security is good and accommodation facilities are also good. Although bungalows are little bit costlier than the hotels. In Kashmir valley the political disturbances are there so no tourist wants to stay in the dharamshalas and rental houses. Only 2 percent of the sampled tourists in domestic reside in the relatives and friends. The foreign tourists have either no relatives or friends there in Kashmir and also they don't prefer to stay in the friends and relatives houses.

If we compare the sampled foreign as well as domestic tourists accommodation type we find that 63% domestic tourists prefer hotels for their accommodation while as only 35 % of sampled foreign tourists prefer hotels for their accommodation. 35% of the sampled domestic tourists prefer to stay in the tourists Bungalows while 65% sampled foreign tourist prefer Bungalows for accommodation. Fig 4.6 (b)

4.7 Social Indicators of Tourism in Kashmir Valley

Social indicators play an important role for the development of the tourism industry in a region. Although both the social as well as the environmental indicators are interdependent on each other, but in the modern concepts of tourism more emphasis is given on the social indicators. Social indicators include place of living, health, longevity, nutrition, literacy, employment, education, people, transport, tourist services and more others. (Affeld, D. 1975).

These modern days the environment influences less on people as compared to the well-being impacts on the environment. Man controls the environment wholly and solely and less impact of environment on man. It has been observed from the Table 4.7 (a) that 500 tourists have been interviewed, out of which 74 percent tourists feel that Kashmir valley is the best place to visit while 26 percent surveyed tourists feel average, not too good, not too bad.

Their concept regarding the accommodation also shows a great variation in the tourist concepts. 52 percent feel accommodation is good while 25 percent feel average and 37 percent below average. In general the given table shows that tourists visited Kashmir Valley are not happy with the food, transport and feel unsecured. Mostly the tourist likes the people of Kashmir because the local people of Kashmir Valley are innocent and fair in every matter.

“Terrorism is nowhere in Kashmir Valley these are only the political issues and political leaders who have dual policies and don't want to develop the Valley. By doing this the political leaders they get benefits in every sense and they help people in engaging these illegal activities so that the Valley people could not get benefited and remain ignore from outside world”, **said by a tourist**. Mostly tourists like the climate, people of Valley and more than 50 percent surveyed tourists feel that tourist service is good.

Table 4.6 (b) Sampled Tourists Stay in Different Types of Accommodation

Accommodation type	Domestic Tourists (%)	Foreign Tourists (%)
Hotels	63	35
Tourist banglows	35	65
Dharmshalas	0	0
Friends/Relatives	2	0
Rental houses	0	0
Others	0	0

Sources: - Based on the field study by author in Kashmir valley 2006-2007

Table 4.7 (a) Tourists Opinion Regarding Various Social Indicators in Percentage.

Opinion regarding	Excellent	Average	Below average
Place	74	26	00
Accommodation	52	25	23
Food	24	39	37
Transport	12	29	59
People	71	24	05
Tourist service	52	33	15
Security (Feel secure)	04	11	85
Climate	76	18	06

Sources: - Based on the field study by author in Kashmir valley 2006-2007

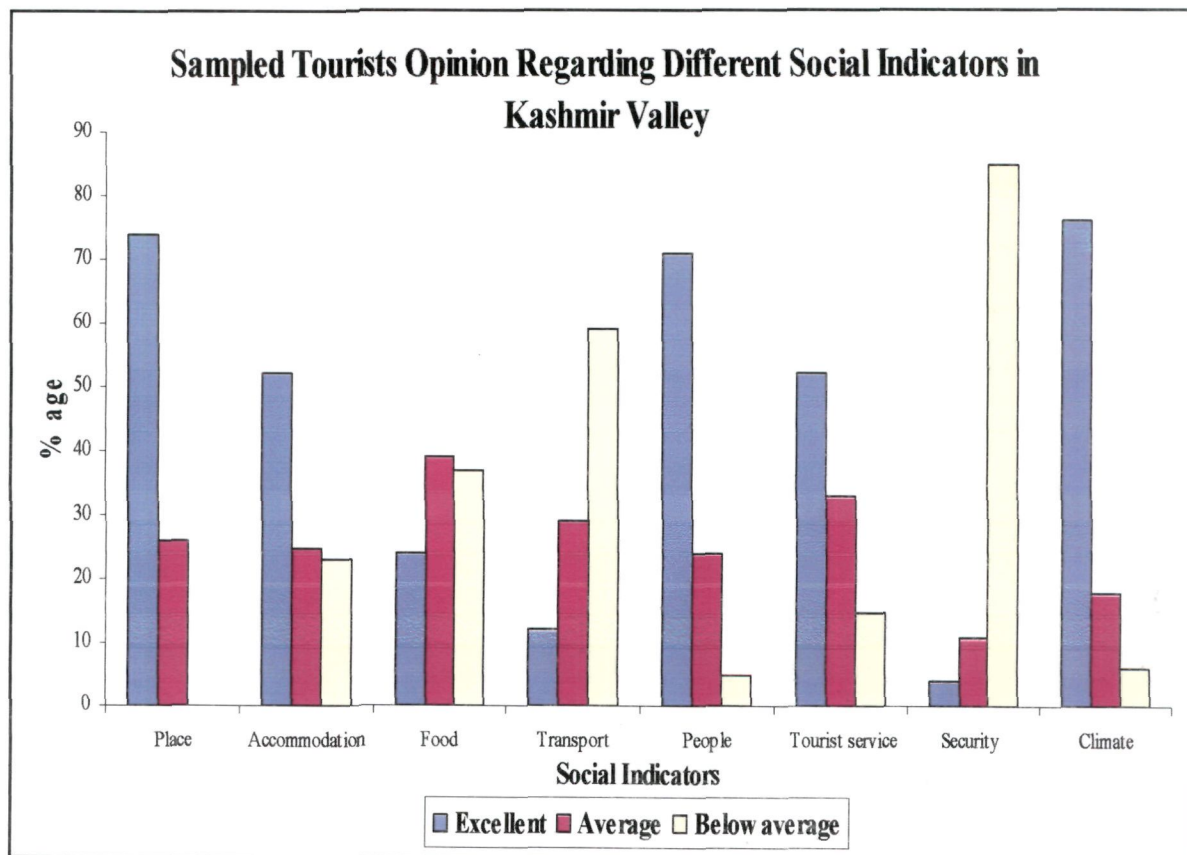
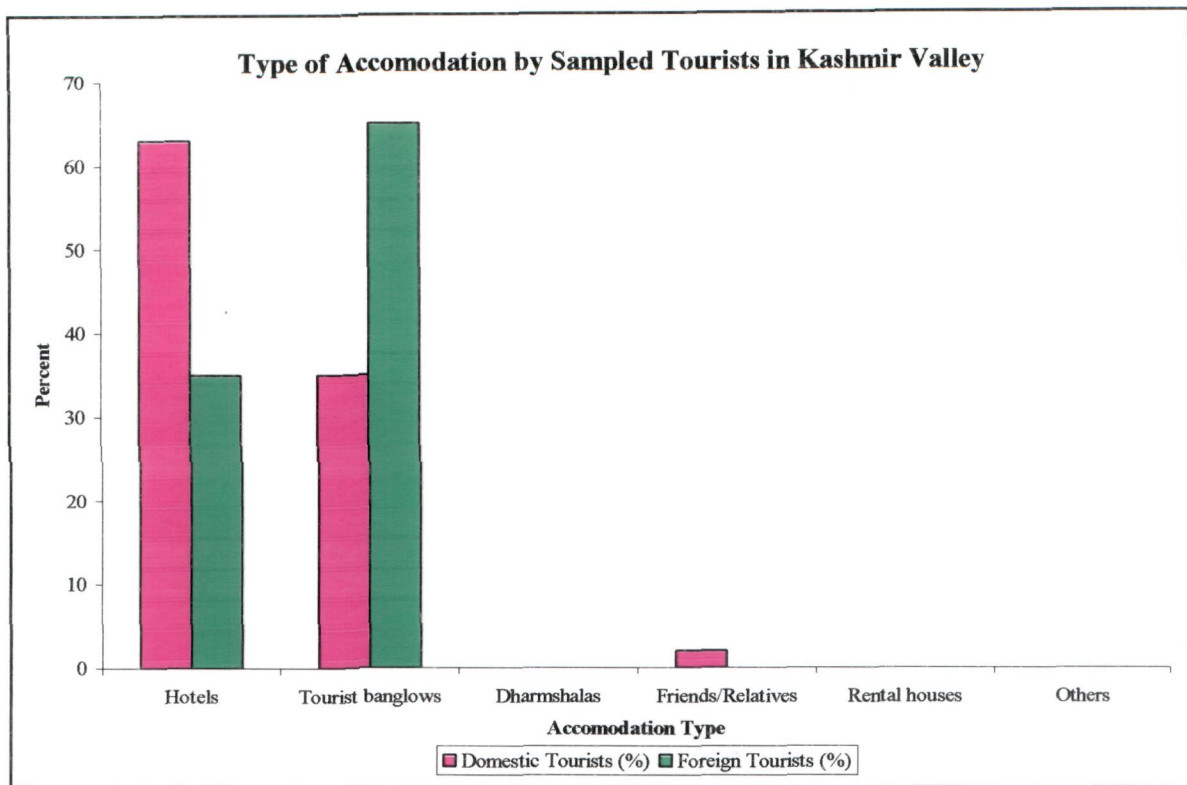


Fig 4.6 (b), 4.7 (a)

Sources: - Based on the field study by author in Kashmir valley 2006-2007

Different Categories of Cultural Tourism in Kashmir Valley

There are several categories of cultural tourists. One group, the smallest, consists of persons "**greatly motivated**" by culture - people who travel to a city or region specifically because of its cultural opportunities, such as museums, cultural festivals and tribal people. representing perhaps 10% of the total surveyed tourists. The second group is persons motivated "**in part**" by culture, persons who travel both because of the cultural opportunities and, say, to visit friends or relatives or to relax by natural beauty. This group represents about 20% of the market. The third group, representing about 30% of the tourists, is people for whom culture is an "**adjunct**" to another more important motivation. That is, the main motivation for choosing to visit might be for hiking and other factors of attraction, but while there, visitors will plan to include cultural opportunities in evenings. The fourth group, also about 20% of the total tourists surveyed, is what we refer to as the "**accidental cultural tourist**" - - people traveling to the region who do not intend to go to a cultural attraction or event but find, for example, that the friends or relatives they have visited bring them along, or that the cultural opportunity is close to their hotel, or that they "stumble" into an arts festival. About 20% of tourists are persons who **wouldn't attend a cultural attraction** or event under any circumstances. Fig 4.7 (b) (c).

Table 4.7 (b) Categories of Cultural Tourism

Category	% of tourists
Greatly Motivated	10
Motivated in Part	20
Adjunct	30
Accidental	20
Wouldn't attend a cultural attraction	20

Sources: - Based on the field study by author in Kashmir valley 2006-2007

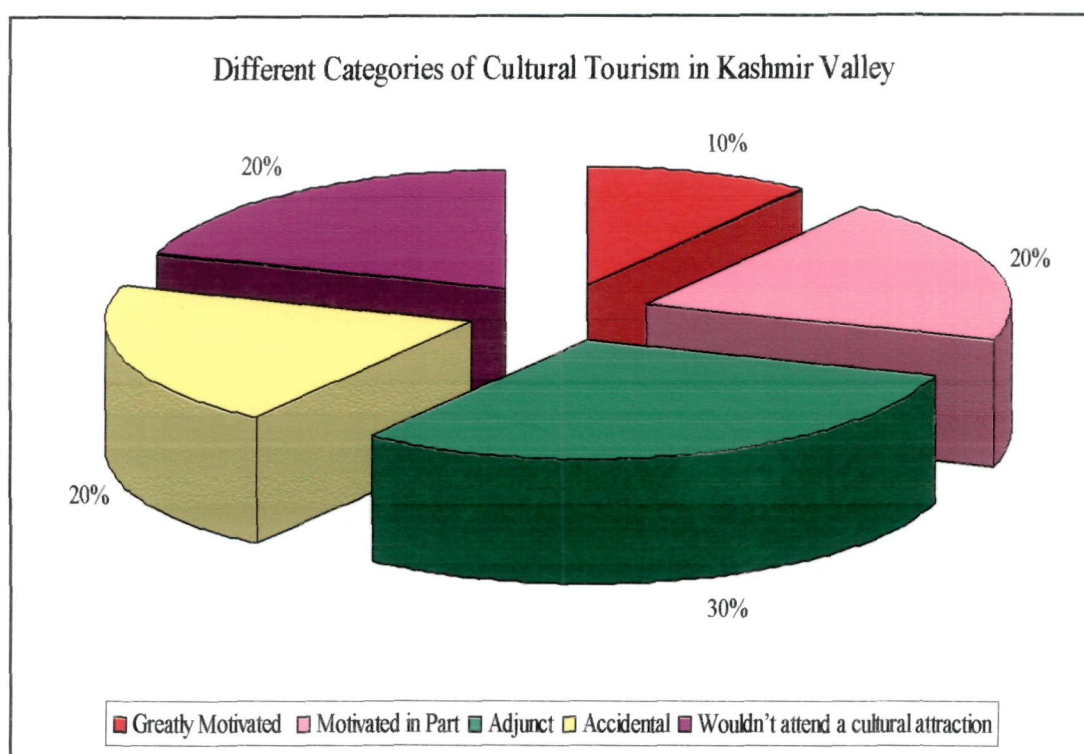
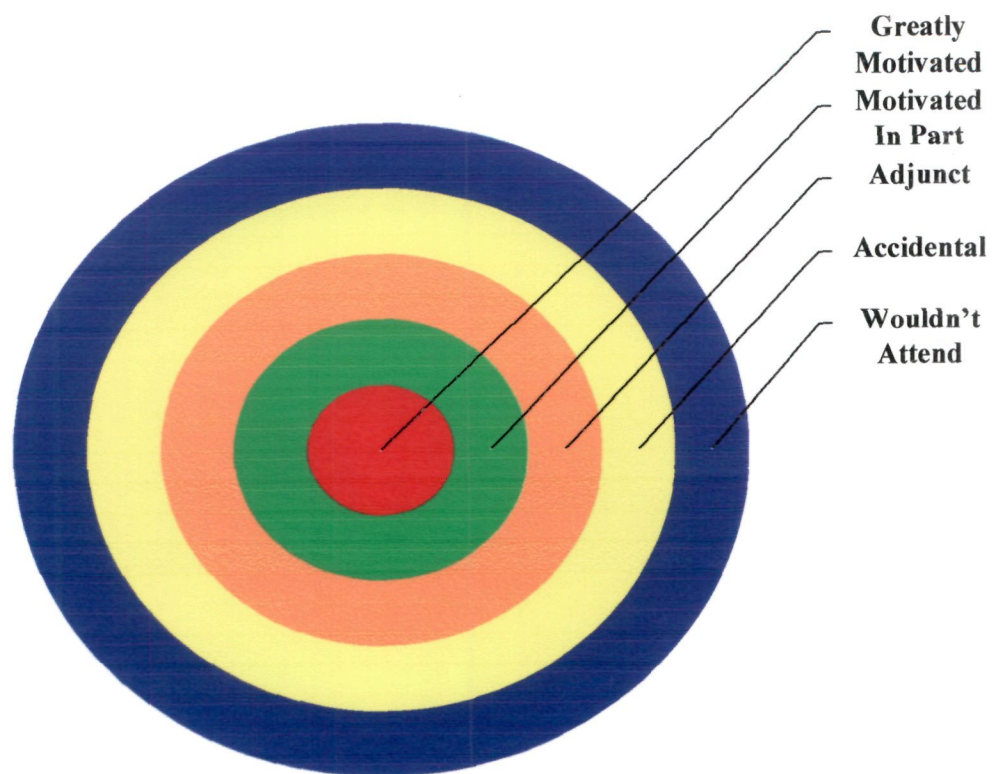


Fig. 4.7 (b, c)

Sources: - Based on the field study by author in Kashmir valley 2006-2007

4.8 Motivation of Travel to the Kashmir Valley

The basic attractions offered by the Kashmir Valley are religious places like Amarnath, Dargah Mosque, landscape cultural activities, adventure, which includes the tourists to visit this region in spite of its relative inaccessibility and insufficient tourist infrastructure. In the survey of about 1000 tourists conducted during months from March up to August 2006 about 42 % said they were motivated to travel Kashmir Valley primarily by adventurous activities (Table 4.8 a). Both the table 4.6 as well as the fig. 4.5 shows that the religious tourism is developed in the Valley in the months of June and July and very few religious tourists visited in the valley in the months of March, April and in the month of May. The figure also shows that the adventurous tourism is highly developed in the months of Jan. to April and cultural tourism is at peak on the months of June and July because maximum festivals are in these two months (Butler R W 1995).

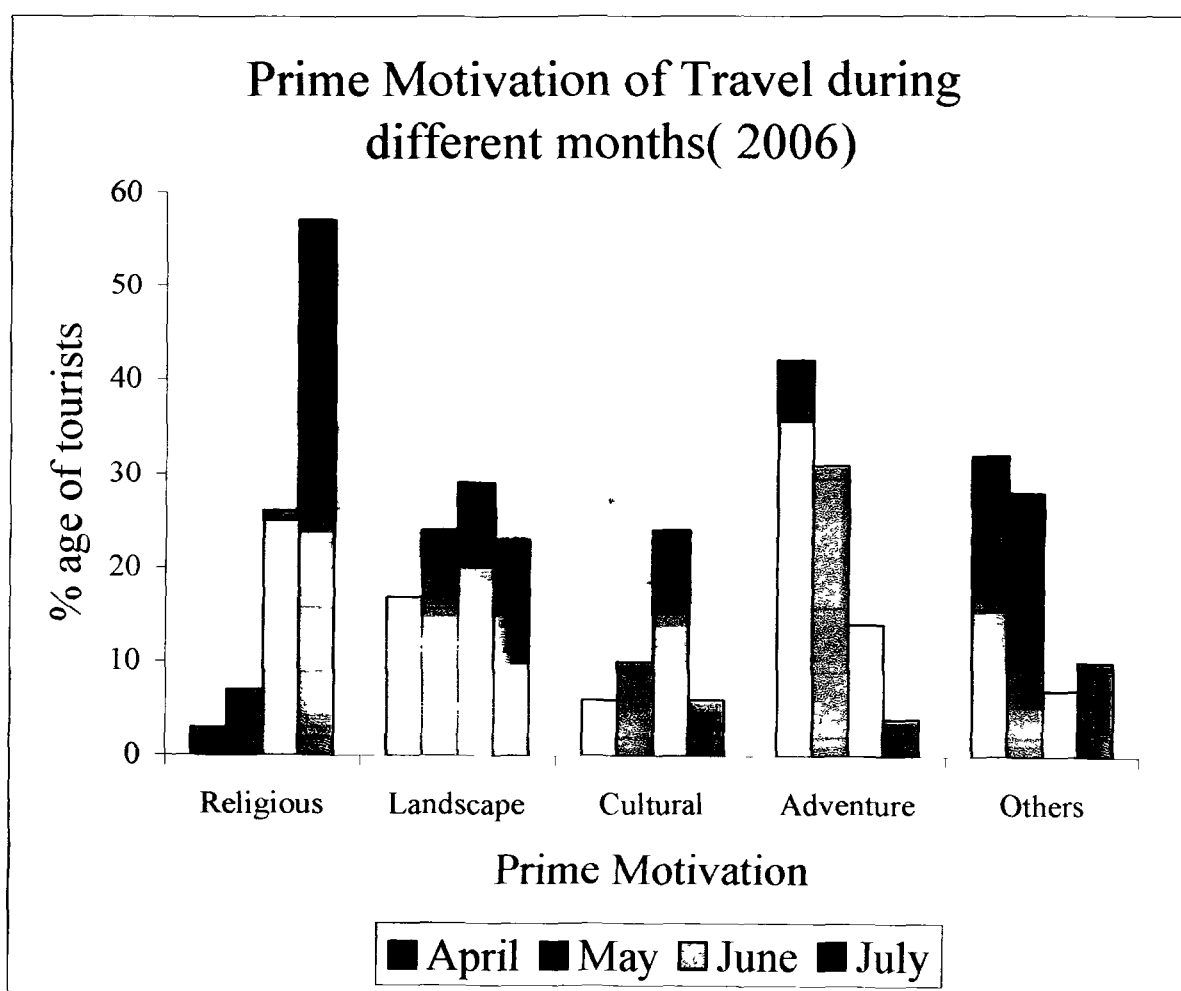
Actually whenever the tourists visit Kashmir Valley maximum tourists decide to stay maximum days in the Valley but due to certain factors tourists spend less time than they thought. Table 4.6 reveals that 10 % of the sampled tourists proposed to stay in Valley for 1-2 days but due to the attractiveness they stay there more than 4 days. The tourists who want to spend a week or more than one week there actually spend less than the time as they proposed due to factors like high inflation rates in hotels during the tourists peak seasons. Table 4.8 (b) reveals that 40 % of sampled tourists want to stay more than 10 days in the Valley as they proposed but later on they just spend 6-8 days and left the valley because they spend the 15 days money in just 6-8 days of the fact of inflation, security reasons. Few tourists are pointed out that even after each stop the security forces check the tourist vehicles and in that lot of precious time have been lost.

Table 4.6 b reveals that few sampled tourists also mentioned that Kashmir Valley is not as attractive as they thought before visiting. Only 3% sampled tourists are having this view. Kashmir is not beautiful as they thought. Table 4.6 b reveals 10% of the sampled tourists are having opinion that Kashmir Valley's transportation is of exploitative nature and not well managed.

Table 4.8 (a) Prime Motivation of Travel -2006 (per cent)

Prime months motivation/	April	May	June	July
Religious	03	07	26	57
Landscape	17	24	29	23
Cultural	06	10	24	06
Adventure	42	31	14	04
Others	32	28	07	10

Source: - Based on the field study by author in Kashmir valley 2006-2007.



Source: - Based on the field study by author in Kashmir valley 2006-2007.

Fig.4.8 (a)

Table 4.8 (b) Sampled Tourists Actual Stay and Proposed Stay Before Visiting Kashmir Valley (Number of Days)

% of tourists	Proposed Stay	Actual Stay
10	2	4
8	5	5
30	6	5
12	7	6
40	10 & above	7

Source: - Based on the field study by author in Kashmir valley 2006-2007.

4.8 (c). Views of Sampled Tourists Regarding Less Than Actual Stay

Indicators	% of tourists
Inflation (high prices of hotels) and other things	62
Security Reason	25
Not attraction as they thought	3
Exploitative nature of transport	10

Source - Based on the field study by author in Kashmir valley 2006-2007.

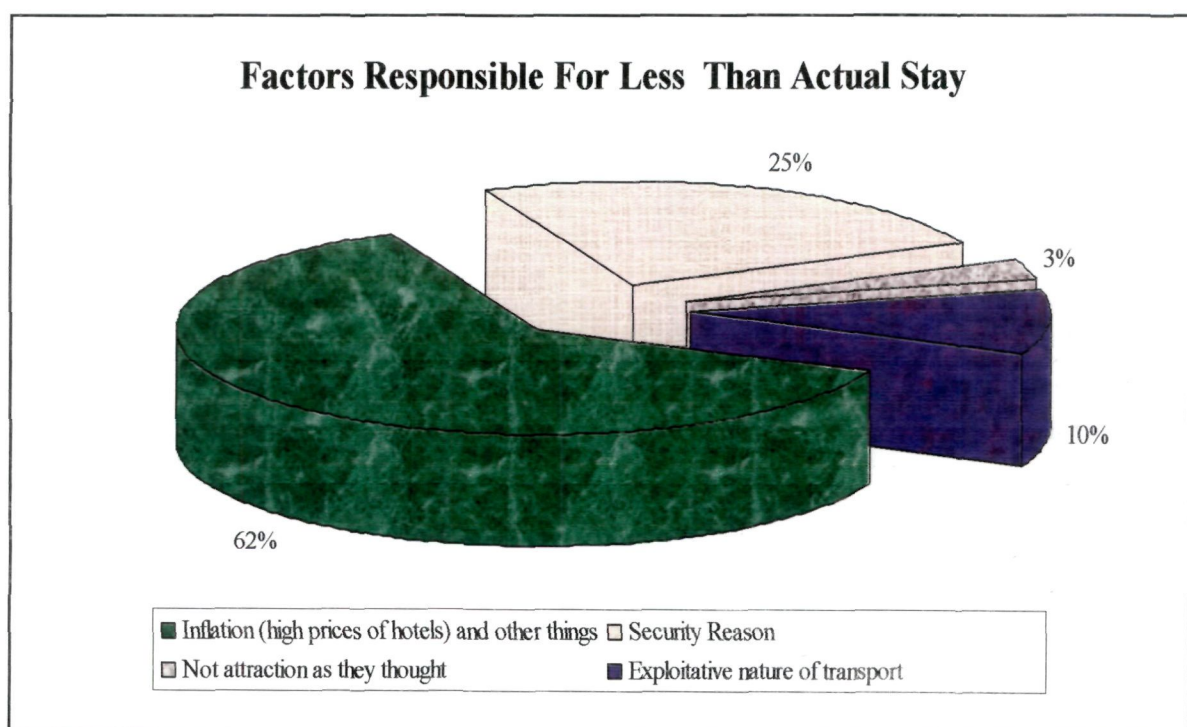
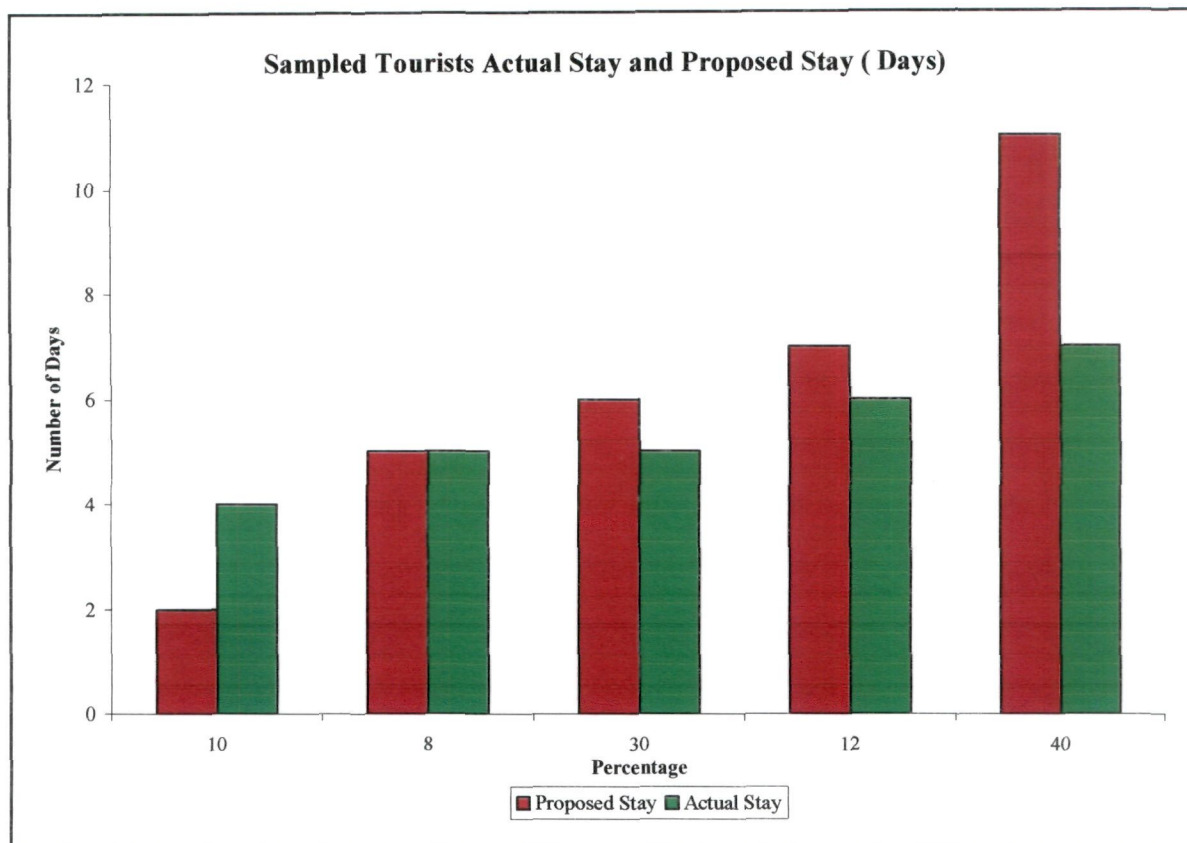


Fig.4.8 (b, c)

Source: - Based on the field study by author in Kashmir valley 2006-2007.

4.9 Environmental Parameters of Tourism in the Kashmir Valley

Tourism is one of history's oldest commercial phenomena back to the peripheral resorts of the Greco- Roman cities, which grew out of a desire to escape and pursue a simpler life (Turner and Ash 1975) Despite the recent impact of global terrorism is expected to continue its rapid growth as the populations of first world countries in Europe, North America, Eastern Asia and Australia have more disposable income to spend on tourism and travel. The Centre for Environmentally Responsible tourism (2003) estimates that the business of tourism will surpass over 1 billion travellers by the year 2010. The environment is almost always the 'core feature' of a tourism destination making it appealing as an attraction to visit (Pilgrim 1980). For most of the tourists, the quality of the environment is the primary reason for the holiday vacation (Middleton 1998) and as a result, it is critical for tourism destinations to have a quality environment that includes unspoiled physical and cultural landscapes, cleanliness, reduced traffic, and healthy climate (Holden 2000) Almost 100% response was in favour of 'good environment'. To further ascertain the specifics of environment, information on water quality, air quality, forests, wild life and landscape was also solicited. A majority rate air quality, forest and landscape (table 4.9) of the area as 'very good'. The only parameter falls in the zone of being the unsatisfactory one is the forests and wildlife. It can therefore be concluded that the major flow of tourists are only due to the environmental conditions. (Bakays, N.L)

Table 4.9 Views of the sampled Tourists on Environmental Strengths of the Kashmir Valley in Percentage.

Environmental Parameters	Very Good	Good	Not Satisfactory
Water Quality	78	22	00
Air Quality	71	29	00
Forests	65	20	15
Wildlife	54	37	09
Landscape	92	08	00

Source. - Based on the field survey 2006

4.10 Sampled Tourist Activities During the Visit to Kashmir Valley.

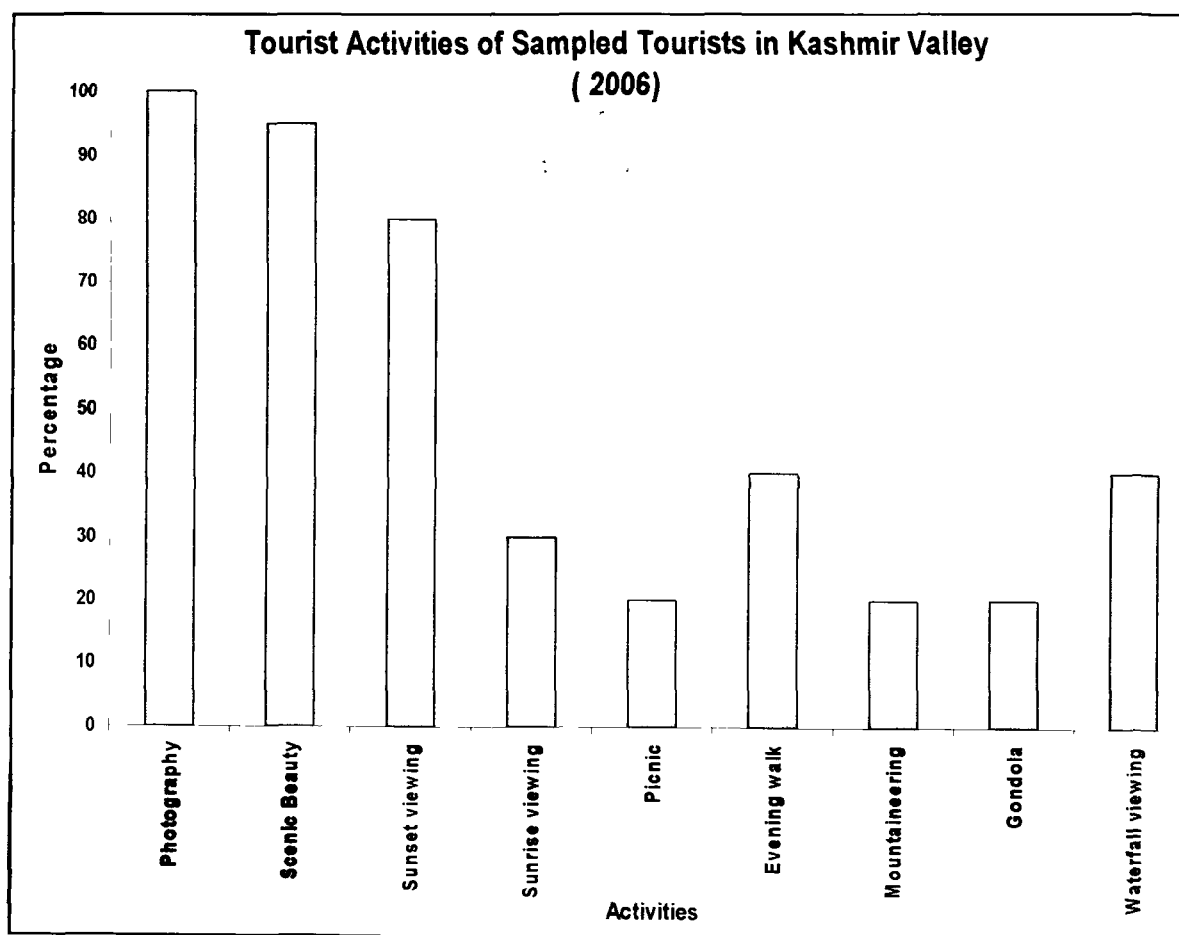
Tourist numbers to the Kashmir Valley are growing steadily, but there are seasonal variations, with less people during extreme cold severe winters. The range of activities and approximate take-up rate is summarized in Table 4.10. Mostly all the tourists watch the sunset (80 %) but only (30%) watch the sunrise, because the Valley is mountainous so the sun goes down into the mountain so it appears beautiful at the time of sun-set as compared to sunrise. Everyone looks and takes photography, (100%) mostly the foreign tourists visit the cultural rich places, regions and study the culture of *Gujjar* and *bakkarwals*. Some tourists spend many days with these tribal people to study their culture and socio-economic conditions.

Besides 20% of the tourists like mountaineering and rock climbing. In the winter season mostly tourists came to the Valley for winter games like snow skating and other winter sports. Local tourists mostly came for picnics in each and every spot of tourist attraction. On the weak ends mostly all the tourist spots like Pahalgam, Gulmarg, Sonamarg, Kokernag, Verinag, Achabal, Mattan, Nishat and Shalimar and Ahrbal, Kowsarnag are full of tourists. On average 20 % sampled tourists use Gondola in Gulmarg for visiting the high altitude region, because it is difficult to go on foot there. All tourists like to watch the waterfall but few of them go there to view the fall of Aharbal, which is located in far-flung area. (Fig 4.10)

Table 4.10 reveals that all the tourists are taking photographs in the Valley of Kashmir and the photography is placed at the top rank in the given table. While as the next tourist activity is the seeing of scenic beauty which ranks on second because 95 percent sampled tourists like this activity. 40 % sampled tourists like evening walk and water viewing and both put in the rank of 4th and same is the case with picnic, mountaineering and gondola which is holding the 7th places.

Table 4.10 Tourist Activities of Sampled Tourists in Kashmir Valley.

Activity	Percentage of Visitors	Rank
Photography	100	1
Scenic Beauty	95	2
Sunset viewing	80	3
Sunrise viewing	30	6
Picnic	20	7
Evening walk	40	4
Mountaineering	20	7
Gondola	20	7
Waterfall viewing	40	4



Source: - Based on the field study by author in Kashmir Valley 2006.

Fig. 4. 10

4.11 Quantitative Results: Assessment of tourists' Perception on Available Tourist Attractions and Facilities.

This section deals with the quantitative components of the study. The study attempted to investigate which attributes satisfy tourists who visit Kashmir and to identify tourism potentials in terms of regional resource base. The first part of the section provides the demographic characteristics of the respondents. The second part presents distribution of responses to Regional Resource Base attributes in terms of means and standard deviations. The third part presents the results of the test of analysis of variance (ANOVA). Finally, the last part addresses the results on the respondents, expectation and satisfaction with 13 attributes.

i. Demographic Characteristics of the Respondents (N= 500)

The demographic profile of the respondents is shown in table 4.6 (a). The gender distribution of the respondents was quite even, with 65% male respondents and 35 % female respondents. It is observed that majority of the visiting tourist in Kashmir Valley i.e., 51 % are fall in the category of 20-40 years, followed by below 40-60 years (32%), below 20 years (17 %) . This clearly indicates that due to the more beauty and tourist attraction couple tourists are more like to visit.

ii. Travel Characteristics of the Respondents (N= 500)

The travel characteristics of the respondents are shown in the table 4.11 (a). In the category of past experience at Kashmir Valley only 30 % of the respondents have previous experience whereas 70 % of the respondents did not have previous experience. Besides this 20 % tourist are having second visit to Kashmir Valley, 9 % respondents have more than three visits to valley and only 1 % respondents having visit more than 4th time or more.

Table 4.11(ii) Sampled Tourists Previous Visit to Kashmir Valley

Previous Visit to Kashmir Valley	Percentage of Total	Rank
First Visit	70	1
Second	20	2
Third	9	3
Fourth	1	4

Source: - Based on the field study by author in Kashmir Valley 2006.

iii. Distribution of Responses to Regional Resource Base Attributes.

Frequency distribution and measurements in the form of means and standard deviations (SD) for the perceived potential variables are reflected in the table 4.11(iii). A higher mean indicates a stronger level of agreement with the statement. Respondents to the Geographic potentials of Kashmir offer innumerable opportunities for the tourism on the five Likert scale questionnaire, respondents perceived the variables Religious places (4.2899), Climate (4.0811), Mountains (4.0688), Landscape (4.0123), Handicrafts (4.0098) most favourable. This is also confirmed by their mean scores which have values above 4, and shows a stronger level of agreement for these variables by respondents. The potential variables which have values more than 3 and below 4 namely Forests (3.9705), Borders (3.9681), Historic buildings (3.8452), Arts (3.6929), Festivals (3.6462), Folklore (3.5823), Dress (3.3243), Local sports (3.3538), Language (3.0516) show a level of agreement but it is between Average and Agree which confirms these variables have tourism potential but the only thing is to exploit and market them properly.

The resultant mean values of the variables Archaeological sites (2.3786), Painting and sculptures (2.8673), Shopping places (2.3391) having values more than 2 and below 3 show a little level of agreement by the respondents (Tourists) owing to the fact that these variables received little or no attention in the past for their promotion and development by the State Government and local agencies. Marketing also appears as one of the major responsible factor for poor response of the respondents.

Table 4.11(iii) reveals tourists' attitude towards the regional resources of the region. The maximum tourists are of the opinion that the Valley of Kashmir is having

enough potentiality of the religious spots. The sampled tourists opinion regarding climate, mountains, landscape and water bodies is very good because more than 70 percent sampled tourist agree this statement that these five attributes are having enough potentiality in the valley. Next to these attributes the cuisines are also the important resource of the region and tourists are attracted by this attribute too. Besides forests, shopping places and handicrafts also place a good place in the rank of resources. The border resources get lot of attraction after 1999 Kargil war because maximum tourists now want to see the regions where there was the gun battle between Indian and Pakistan. Fig 4.11(iii) shows the percentage of tourist's agreement towards Regional Resource Base in Kashmir Valley. More than 90 % of tourist's opinion Kashmir having high potentiality of religious places. While climate, mountains, landscape is followed in the graph.

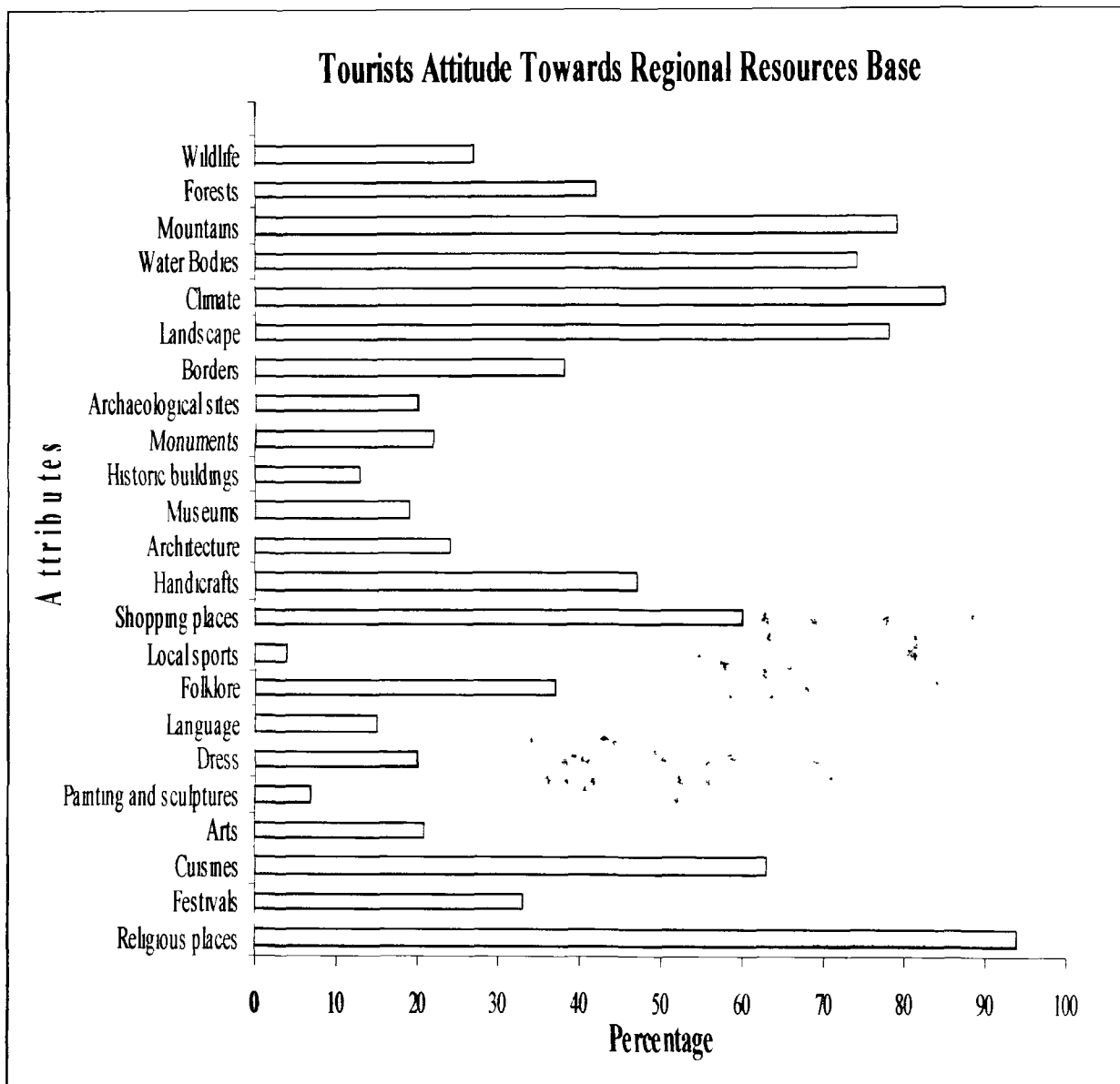
iv. ANOVA procedures (tests of analysis of variance)

The analysis of variance makes it possible to determine whether two groups have equivalent or different mean scores. Research has revealed that a number of independent variables in the most host community's demographic profile can have widely different influences on resident perceptions of tourism (AP, 1992). In order to test whether any significant differences exist among demographic variables and residents attitudes towards tourism, twenty-three variables were tested by analysis of variance (ANOVA) of the following demographic grouping:

- 1 Gender: Male, Female;
- 2 Age: Below 20 years, 21-40, Above 40;
- 3 Education: Primary School, High School, Graduate, Others,
- 4 Occupation: Business, Employ, Student, Others;

Table 4. 11 (iii) Tourists Attitude Towards Regional Resource Base in Kashmir Valley (2006).

S. No.	Attributes	N	Mean	Standard Deviation	Rank
1	Religious places	500	4 2899	0 69443	1
2	Festivals	500	3 6462	68238	12
3	Archaeological sites	500	2 3786	94359	19
4	Arts	500	3 6929	1 20202	11
5	Landscape	500	4 0123	78930	4
6	Language	500	3 0516	933366	17
7	Dress	500	3 3243	1 16938	15
8	Mountains	500	4 0688	1 05522	3
9	Local sports	500	3 3538	1 0352	14
10	Climate	500	4 0811	95763	2
11	Historic buildings	500	3 8452	1 21084	10
12	Architecture	500	3 3120	1 13103	16
13	Museums	500	3 3243	98909	15
14	Wildlife	500	3 9361	68829	9
15	Monuments	500	3 3243	98909	15
16	Painting and sculptures	500	2 8673	84053	18
17	Folklore	500	3 5823	1 12626	13
18	Borders	500	3 9681	92394	7
19	Handicrafts	500	4 0098	97753	5
20	Water Bodies	500	3 9386	95394	8
21	Cuisines	500	4 0123	96099	4
22	Forests	500	3 9705	92001	6
23	Shopping places	500	2 3391	86133	20



Source: - Based on the field study by author in Kashmir Valley 2006

Fig. 4. 11(iii)

In interpreting the tables below, one should bear in mind that a higher mean shows stronger level of support for that particular impact variable in each factor. In other words, on the scale

1= always negative

2= always positive

The significant level is a statement of the probability that an observed difference is due to chance. The most frequently used levels of statistical significance are 0.05 and 0.01 (Ryan 1995). For the purpose of this study, the level of 0.05 was used as the level of statistical significance. The p-value is calculated to indicate the probability that the difference is due to chance (Ryan, 1995). For the purpose of this study, where the p-value was < 0.05 , the researcher concluded that a statistically significant difference between the dependent and independent variables existed.

From the table 4.11 (iv) (a) it was found that five attributes out of 23 namely Mountains (0.005), Climate (0.023), Border (0.004), Handicrafts (0.021), Cuisines (0.009) have P-value less than 0.05 and there are therefore significant difference in the way in which respondents perceived these attributes in context of Geographical resources of Kashmir Valley offers innumerable opportunities for tourism when the variables of gender was taken into consideration. Moreover, the mean values of male respondents for climate, border, mountains, handicrafts and cuisines are less than the female respondents when actual number of respondents was compared.

1. ANOVA test of gender

Gender: Male, Female

The table also reveals that the attributes Religious places (0.394), Festivals (0.687), Arts (0.932), Painting and Sculptures (0.998), Dress (0.720), Local sports (0.786), Historical Buildings (0.544), Museums (0.406), Wildlife (0.120), Monuments (0.406), Folklores (0.571), Water bodies (0.108), Forests (0.330) and Shopping Places (0.229) have P-value greater than 0.05 and hence there is no significant difference in the way respondents perceived these attributes.

Table 4.11 (iv) (a) ANOVA test for Gender

S. No.	Attributes	Mean		F	P-Value
		Male	Female		
1	Religious places	4 2656	4 3253	0 727	0 394
2	Festivals	3 6349	3 6627	163	687
3	Archaeological sites	3 0124	3 1747	2 902	088
4	Arts	3 6971	3 6867	007	932
5	Landscape	4 0415	3 9699	809	369
6	Language	3 0705	3 0241	243	622
7	Dress	3 3071	3 3494	129	720
8	Mountains	3 9461	4 2470	8 135	005
9.	Local sports	3 3651	3 3373	074	786
10	Climate	3 9917	4 2108	5 201	023
11	Historic buildings	3 8755	3 8012	370	544
12	Architecture	3 2324	3 4277	2 946	087
13	Museums	3 2905	3 3735	692	406
14	Wildlife	3 8921	4 40	2 423	120
15	Monuments	3 2905	3 3735	6 92	406
16	Painting and sculptures	2 8672	2 8675	000	998
17	Folklore	3 5560	3 6205	322	571
18	Borders	3 9170	4 1446	5 385	004
19	Handicrafts	3 8589	4 1265	8 395	021
20	Water Bodies	3 8755	4 0301	2 592	108
21	Cuisines	3 9087	4 1627	6 964	009
22	Forests	3 9336	4 0241	956	330
23	Shopping places	2 3817	2 2771	1 452	229
	Overall	82.2116	84.2169	10.989	.001

It is also important to notice that the means of male and female respondents for these attributes show little difference. Further, the ANOVA table reveals that the P- value for overall (i.e. for all attributes) is less than 0.05 and there is therefore significant difference in the perceptions of male and female respondents about the Geographical resources of Kashmir valley offers innumerable opportunities for tourism. This is confirmed by the fact that the mean of male respondents for overall (i.e. N=, M= 82.2116) is less than the mean of female respondents (i.e. N=, M= 84.2169).

2. ANOVA test of age

Below 20yrs

20-40 yrs

Above 40 yrs.

The ANOVA table 4.11(iv) (b) reveals that the P- value for Religious Places (0.001), Festivals (0.000), Dress (0.049), Water Bodies (0.018) and Shopping Places (0.002) are less than 0.05 and hence there is significant difference in the way in which respondents (Below 20yrs, 20-40 yrs and above 40 yrs) perceived these attributes for geographical potentials of Kashmir Valley offers innumerable opportunities for tourism. The other attributes namely Arts (.971), Painting and Sculptures (.233), Local sports (.487), Historical Buildings (.544), Museums (.406), Wildlife (.120), Monuments (.406), Archeological sites (.251) Forests (.256) Arts (.971) Landscape (.883) Language (.842) climate (.521) Historical Buildings (.119) and Cuisines (.271) have P- value greater than 0.05 and hence there is no significant difference in the way respondents perceived of below 20yrs, 20-40 yrs and above 40. Moreover, the ANOVA table 4.11 (d) also reveals that the means of below 20yrs (M= 83.4000 and N=), 20-40 yrs (M= 82.6833 and N=), and above 40 yrs (M= 83.4792 and N=) for overall show little difference when we compare them with the respondents number in each category of below 20yrs, 20-40 yrs and above 40 yrs. Further, the P- value for overall is 0.455 which confirms that there is no significant difference in the way respondents perceived different attributes.

Table 4.11 (iv)(b) ANOVA test for Age

S. No.	Attributes	Means			F	P- value
		Below 20 yrs.	20-40 yrs	Above 40 yrs		
1	Religious places	4 5222	4 2443	4 1771	6 9979	001
2	Festivals	3 4889	3 5882	3 9271	11 931	000
3	Archaeological sites	3 2222	3 0271	3 0625	1 388	251
4	Arts	3 6889	3 6833	3 7188	030	971
5	Landscape	3 9778	4 0271	4 0104	125	883
6	Language	3 0889	3 0271	3 0729	172	842
7	Dress	3 0667	3 4253	3 3333	3 042	049
8	Mountains	3 9444	4 0769	4 1667	1 045	353
9	Local sports	3 4111	3 2986	3 4271	721	487
10	Climate	4 0333	4 0588	4 1771	653	521
11	Historic buildings	3 6222	3 8824	3 9688	2 142	119
12	Architecture	3 3889	3 2715	3 3333	366	694
13	Museums	3 2556	3 3077	3 4271	766	466
14	Wildlife	3 9444	3 9457	3 9063	118	889
15	Monuments	3 2667	3 2986	3 4375	855	426
16	Painting and sculptures	2 7778	2 9321	2 8021	1 460	233
17	Folklore	3 3444	3 5792	3 8225	4 074	018
18	Borders	4 2333	3 9412	3 9583	3 061	048
19	Handicrafts	4 1333	3 9231	3 9167	1 858	157
20	Water Bodies	4 1889	3 8778	3 8438	4 082	018
21	Cuisines	4 1556	3 9638	3 98967	1 310	271
22	Forests	4 1111	3 9367	3 9167	1 368	256
23	Shopping places	2 5333	2 3665	2 0938	6 464	002
	Overall	83.4000	82.6833	83.4792	.970	.455

3. ANOVA test of Education

Primary School, High School

Graduate, Others

Table 4.11 (iv)(c) ANOVA test for Education

S. No.	Attributes	Means Means				F	P-value
		Primary School	High School	Graduation	Others		
1	Religious places	4 2375	4 1910	4 2098	4 5474	5 951	001
2	Festivals	3 8750	3 4494	3 6294	3 6632	5 705	001
3	Archaeological sites	3 1000	3 2584	2 9231	3 1263	2 494	060
4	Arts	3 6625	3 7416	3 6783	3 6947	0 072	975
5	Landscape	4 3625	3 7753	4 0280	3 9158	8 909	000
6	Language	3 1375	2 9102	3 0490	3 1158	1 058	367
7	Dress	3 3500	3 2472	3 5245	3 0737	3 038	029
8	Mountains	4 5125	4 0337	3 9441	3 9158	6 319	000
9	Local sports	3 4125	3 3371	3 2028	3 5474	2 333	074
10	Climate	4 3875	4 0562	3 9021	4 1158	4 575	004
11	Historic buildings	3 2750	4 0562	4 1608	3 6526	11 714	000
12	Architecture	3 3357	3 1573	3 4126	3 2842	0 964	409
13	Museums	3 4375	3 3820	3 2517	3 2842	0 757	519
14	Wildlife	3 6625	4 0674	3 9301	4 0526	6 455	000
15	Monuments	3 4000	3 3820	3 3357	3 1895	0 851	467
16	Painting and sculptures	2 9375	2 7865	2 8322	2 9368	0 759	518
17	Folklore	3 8250	3 2360	3 6713	3 5684	4 458	004
18	Borders	3 7625	4 1910	3 8252	4 3263	8 156	000
19	Handicrafts	3 9125	4 0449	3 7273	4 3053	8 168	000
20	Water Bodies	3 7125	4 1573	3 7413	4 2211	8 298	000
21	Cuisines	3 8125	4 1461	3 8322	4 3263	7 089	000
22	Forests	3 7625	4 1011	3 8462	4 2105	5 140	002
23	Shopping places	2 1000	2 4831	2 2792	2 4947	4 244	006
	Overall	82.9750	83.1910	81.9371	84.5694	3.673	.012

The ANOVA table 4 11 (iv) (c) reveals that the P- value for Landscape (0 000) Religious Places (0 001), Festivals (001), Mountains (000) Borders (000) Water Bodies (000), Cuisines (000), Forests (002)Folklore (004), Climate (004), Historical Buildings (000) are less than 0 05 and hence there is significant difference in the way in which respondents (Primary School, High School , Graduation and others) perceived these attributes for geographical potentials of Kashmir Valley offers innumerable opportunities for tourism The other attributes namely Archeological Sites (0 60), Arts (975), Painting and Sculptures (518), Monuments (467), Architecture (409) have P- value greater than 0 05 and hence there is no significant difference in the way respondents perceived of Primary School, High School , Graduation and others Moreover, the ANOVA table 4 11 (iv) (c) also reveals that the means of Primary School (M= 82 9750 and N= 80), High school (M= 83 1910 and N=89), Graduation (M= 81 9371 and N=143) and others (M= 84 5684 and N=95) for overall show greater difference when the number of respondents in the category Primary School, High School, Graduate and Others were compared The P- Value for over all is less than 0 05 and hence significant difference is found in the way respondents perceived geographical potentials of Kashmir Valley innumerable opportunities for tourism when the variable of education was taken into consideration

4. ANOVA test of Occupation Business, Employ, Student, Others

The ANOVA table 4 11(iv) (d) confirms that the attributes Religious Places (046), Historical Buildings (072), Borders (015), Handicrafts (003), Water Bodies (001), Cuisines (010) have P- value less than 0 05 and hence significant difference were found in the perception of respondents (i e , Business, Employee, Student and Others) for the said attributes in the context of Geographical potentials of the Kashmir Valley offer innumerable opportunities for tourism The other attributes namely Festivals (755), Archeological sites (196), Arts (461), Landscape (351), Language (841), Dress (567), Mountains (196), Climate (719) have P- value greater than 0 05 and hence there is no significant difference in the way respondents perceived of

Table 4.11 (iv) (d) ANOVA test for Occupation

S. No.	Attributes	Means				F	P-value
		Business	Employee	Student	Others		
1	Religious places	4 3155	4 2348	4 1892	4 5806	2 690	046
2	Festivals	3 6738	3 6000	3 6216	3 7097	0 397	755
3	Archaeological sites	3 1337	3 0609	2 8919	3 2581	1 572	196
4	Arts	3 7968	3 6000	3 6081	3 6129	0 862	461
5	Landscape	4 0642	3 9130	4 0676	3 9355	1 095	351
6	Language	3 0802	3 0696	2 9732	3 0000	0 278	841
7	Dress	3 3209	3 3391	3 4189	3 0645	0 677	567
8	Mountains	4 1604	4 0783	3 8514	4 0000	1 571	196
9	Local sports	3 3209	3 5130	3 1351	3 4839	2 354	072
10	Climate	4 1123	4 1130	3 9730	4 0323	0 448	719
11	Historic buildings	3 7005	4 0522	4 0135	3 5484	3 157	025
12	Architecture	3 2888	3 3043	3 3514	3 3871	0 103	958
13	Museums	3 4118	3 2261	3 3243	3 1613	1 147	330
14	Wildlife	3 9037	3 9565	3 9324	4 0645	0 530	662
15	Monuments	3 3797	3 2522	3 3919	3 0968	1 062	367
16	Painting and sculptures	2 9037	2 7913	2 9054	2 8387	0 491	688
17	Folklore	3 5401	3 5913	3 6892	3 5484	0 320	811
18	Borders	3 9679	4 1826	3 7568	4 2258	3 535	015
19	Handicrafts	3 9144	4 1217	3 7162	4 3226	4 753	003
20	Water Bodies	3 8770	4 1478	3 6315	4 2581	5 970	001
21	Cuisines	3 9786	4 1826	3 7432	4 2258	3 801	010
22	Forests	3 9572	4 0957	3 7568	4 0968	2 270	080
23	Shopping places	2 2941	2 2733	2 4189	2 6452	1 840	131
	Overall	83.0963	83.7043	81.3649	84.0968	2.689	.046

Business, Employee, Student and Others Moreover, the ANOVA table 4.11 (f) also reveals that the means of Business ($M= 83.0963$ and $N= 187$), Employ ($M= 83.7043$ and $N=115$), Student ($M= 81.3649$ and $N= 74$) and Others ($M= 84.968$ and $N=31$) for overall show greater difference and the p-value for overall is 0.046 which is less than 0.05 and hence it confirms that there is significant difference in the way in which respondents perceived Geographical potentials of Kashmir Valley offer innumerable opportunities for tourism

v. Expectation – Satisfaction Analysis

The average level of satisfaction with various attributes of the existing facilities in the region and the average expectation of these attributes were calculated for the overall sample (table 4.11 (v)) Results indicated that tourists were satisfied with the Food, Drinking water, Information Centers, Health and Medical care and Entertainment The respondents satisfaction with these 5 attributes were positively disconfirmed with their expectations, which led to satisfaction in relation to those attributes Results indicated that tourists were dissatisfied with Accommodation, Local Transportation, Communication, Shopping centers, Security, Parking, Sanitation and Clock room This indicated that respondents satisfaction in relation to those attributes were negatively disconfirmed with their expectations, which resulted in dissatisfaction

Table 4.11 (v) Results on paired t-test between Tourist's expectation and Satisfaction with 13 Attributes

S.No	Attributes	Satisfaction Mean	Expectation Mean	Mean Difference	Sig. (2tailed)	t-value
1	Accommodation	2.8256 (.89966)	4.0098 (.97753)	-1.18428	.000	-17.926
2	Local Transport	2.8157 (.89291)	3.9681 (.92394)	-1.15233	.000	-18.508
3	Communication	2.9312 (.89892)	3.5823 (1.12626)	-.65111	.000	-8.791
4	Food	3.8744 (1.14460)	3.3251 (.99018)	.54926	.000	6.945
5	Drinking water	3.9263 (1.10059)	3.3120 (1.13103)	.7862	.298	8.032
6	Information centers	4.0491 (.90395)	3.3243 (.98909)	.72482	.000	10.765
7	Entertainment	3.9140 (1.09408)	3.9386 (.95394)	-.02457	.534	-.622
8	Shopping places	2.8673 (.84053)	3.1278 (1.39964)	-.26044	.002	-3.43
9	Health and medical care	3.9238 (1.12368)	3.8452 (1.21984)	.61425	.000	1.042
10	Security and safety arrangements	2.7985 (1.39975)	3.9361 (.68829)	-1.13759	.000	-14.463
11	Parking	3.6560 (1.15737)	4.0123 (.96099)	-.35627	.000	-6.224
12	Sanitation	3.6536 (1.27514)	3.9705 (.92001)	-.31645	.000	-5.191
13	Cloak room	2.3391 (.86133)	3.3612 (1.29408)	-1.02211	.000	-12.866
	Overall	43.5493 (6.38643)	47.7217 (5.78622)	-4.17241	.000	-12.866

Note: Standard deviation is in Parenthesis

Satisfaction mean range from 1 (very dissatisfied) to 5 (very satisfied)

Expectation means range from 1 (very low) to 5 (very high)

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Chapter 5

*New Strategies and
Suggestions for
Sustainable Tourism
Development in the
Kashmir Valley*

Owing to the enormous tourist potential, the Kashmir Valley has been receiving a large number of tourists annually since ancient times. The present influx of tourists to the Kashmir valley can be attributed to enumerable number of factors. The existing tourist potential in terms of natural beauty, historical and archeological sites, games and sports activities, handicrafts, culinary and houseboat accommodation and other factors as the major pull factors. Besides this, it also attracts tourists to Laddakh who normally pass through Kashmir Valley and spend few days here. Another pull factor is the establishment of Sheri- Kashmir convention complex, which holds a number of conferences (both national and international) throughout the year. This brings is a huge influx of delegate tourists to the region and has boosted the **conference tourism**.

5.1 Major Problems in the Development of Tourism in Kashmir Valley

1. Insecurity: - The most important factor for the development of any region is security and peace. If region is peaceful that achieve the heights in development but if insecurity is there and peace is not there so lagging the development. Take the example the Jammu and Kashmir State, in one part that is Jammu region having much influx of tourists but reverse is the situation in the Valley. 0.7 Million tourists visit Kashmir Valley in 2006, while as 7 million tourists visit Jammu region in the same period. Although in Jammu Pilgrimage tourism season is of nine months and in Kashmir Valley Pilgrimage tourism is only in 3 months. But in general most of the tourists want to visit the religious sites of Jammu as compared to Kashmir Valley. The year-wise distribution is interesting and also quite revealing of the tourist strengths of the State and revealed that the trend is inclining due to the natural as well as cultural factors and due to some political as well as other factors tourist flow declines. From 1975 onwards the trend of tourists was inclining up to 1982. Both the domestic as well as the international tourists are inclining but in the year 1983 it again declines up to 1985. During 1980's Kashmir Valley received 89.9 percent domestic tourists while as the Laddakh region received only 7.2 percent tourists in average in the same period. Onwards 1977 the proportions of domestic as well as foreign tourists are relatively unchanged. In 1984 a drop in the total number of tourists was observed,

primarily due to the political conditions and insurgency in the neighbouring states like Punjab.

Tourist could not avail of the only land route at that time as it passed through this state because of its closure to foreigners due to prevailing terrorism. Again the tourism market developed in the Valley up to 1988 and due to insurgency started from 1989, tourism industry there virtually collapsed, which leads to the unique stimulant for tourism growth in Himachal Pradesh and other neighbouring states of the Jammu and Kashmir. Security forces restricted travel to and from the area on numerous occasions. Travel was strongly discouraged by the Indian Government and various national governments through out the decade and both the tourists and business catering to them has left Jammu and Kashmir, and many relocated to Himachal Pradesh. While the well- publicized conflict has a significant deterrent quality, other specific events such as periodic attacks on, and deaths of pilgrimage tourists and the abduction and the murder of foreign tourists, have rung the death knell for tourism in Kashmir for the time being. Similarly in 1990 disturbed political conditions in the Valley contributed to a sharp decline in the total tourist arrivals from 5,57,974 in 1989 to 10, 722 a drop of more than 70 per cent. There was also increase in the number of tourists visiting the Valley in 1987 over the previous year, mainly due to a major avalanche around Zojila in November 1986 causing a great human tragedy. During 1992 there is sharp increase in the tourist flow in Kashmir Valley, as it was the **Monkey year**, which occurred every twelve years in Laddakh. The conflict in Jammu and Kashmir also has limited access to the high profile tourist destination of Ladakh. This is because the primary overland route passes through highly conflicted areas in Kashmir such as Srinagar, Drass and Kargil. This has resulted in the shift of that travel to the secondary overland route namely NH21 through Kullu-Manali. Himachal Pradesh is thus a beneficiary of conflict through a shift in tourist destinations, businesses and traffic.

In the Valley tourism industry remain at the bottom till 1997 and again when insurgency get under control tourist flow increases day by day and cross 1 lakh on 2000 A.D. A record number of 6 ten lakh tourists, including 4.60 lakh Amarnath pilgrims, have visited Kashmir Valley this summer so far, thereby crossing the record of 7.22 lakh tourists in 1988, when the highest number had been registered.

Table 5.1 (a) Year-wise Break up of Domestic and Foreign Tourist Arrivals in Kashmir Valley (1989-2005)

Year	Domestic	% age	Foreign	% age	Total
1989	490212	87.85	67762	12.14	557974
1990	6095	56.84	4627	43.15	10722
1991	1400	22.26	4887	77.73	6287
1992	1175	11.38	9149	88.61	10324
1993	0	0	8026	100	8026
1994	500	5.09	9314	94.90	9814
1995	322	3.77	8198	96.22	8520
1996	375	3.76	9592	96.23	9967
1997	7027	43.54	9111	56.45	16138
1998	99636	90.67	10247	9.32	109883
1999	200162	92.11	17130	7.88	217292
2000	104337	93.23	7575	6.76	111912
2001	66732	91.92	5859	8.07	72591
2002	24670	90.18	2686	9.81	27356
2003	182205	95.31	8959	4.68	191164
2004	358095	95.05	18634	4.94	376729
2005	585702	96.74	19680	3.25	605382

Source - Department of Tourism, Jammu and Kashmir 2006

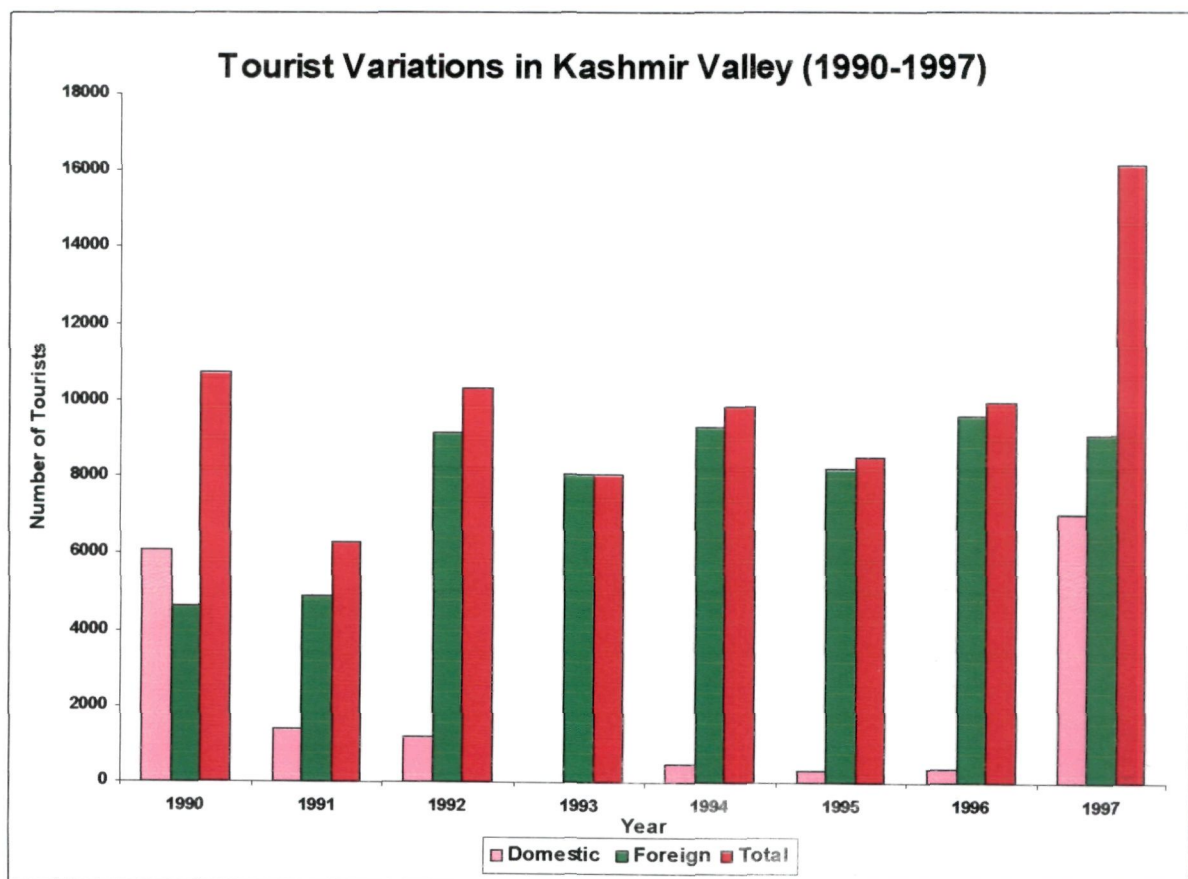
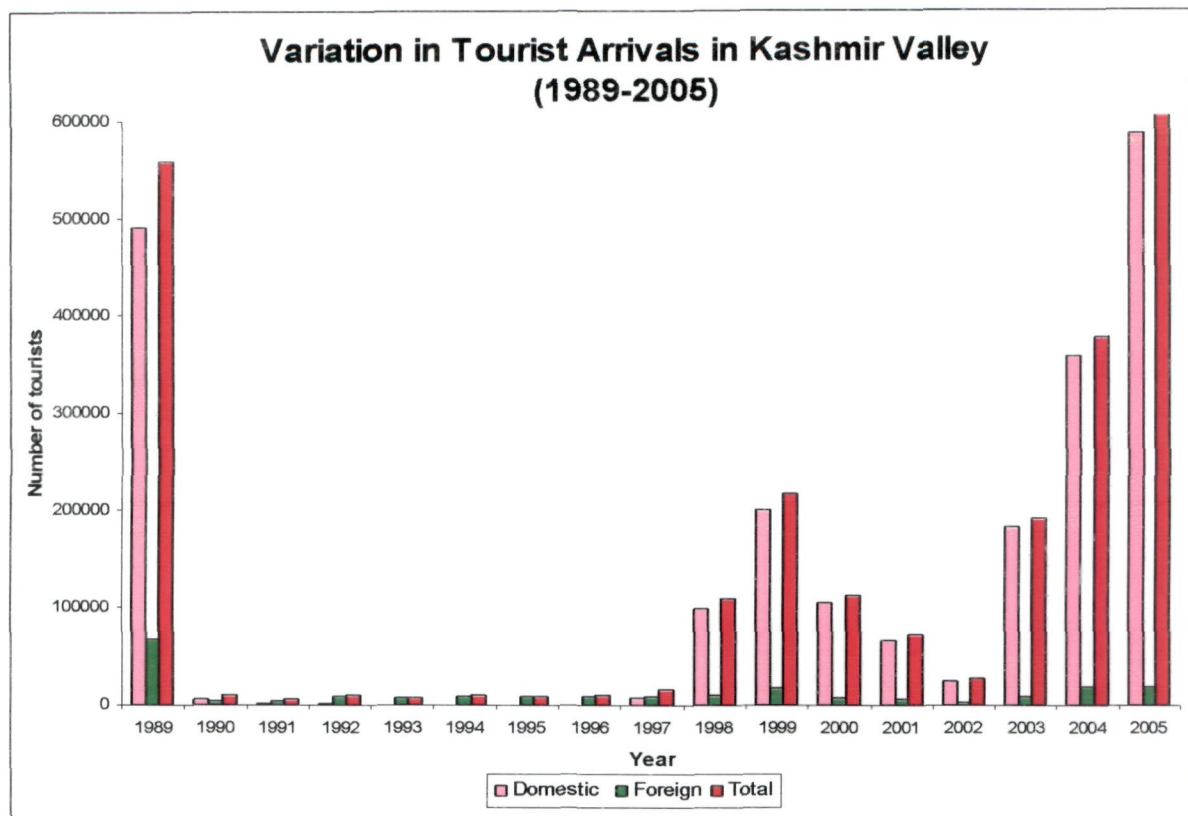


Fig 5.1 (a, b)

The officials here claimed that the increase in Amarnath pilgrims over the years had led to the increase. With the increase in pilgrim tourists, the message had gone across that the situation was improving in the state, which led to the flow of more tourists. In 2001 due to again political issues and other minor factors tourist flow to the Valley declines but during 2003 onwards it again developed because other factors also stimulate tourism in the Valley like diversification of outdoor recreation activities and attractions and the growth of commercial horticulture and as well, increasingly used for movie and video productions.

2. Transportation: - Transportation is the main source for development. If region is well connected in the sense of roads, railways and other things the region is well developed. Tourism industry although needs well connected regions in the sense of roads and railways and other sources. In Jammu and Kashmir state the total road surface area is less compared to the total area of the state. Himachal Pradesh having area 55,673 sq. kms has a total surface road network of 22,400 kms. Besides same is the case with other states like Assam, Uttarakhand, Arunachal Pradesh. But the ratio of area as compared to total road surface area is very less in Jammu and Kashmir. The State is having 2,22,236 sq. kms area and total road surface is only 12,209 kms. So in general the ratio of surface roads in Kashmir Valley is very low so need to develop roads and related infrastructure.

3. Infrastructure in terms of Hotels and Houseboats: - The Hotels as well as the houseboats get affected due to the political disturbances and insurgency. Not only the tourist flow declines from 1989-1997 but the construction of hotels and houseboats also influenced as shown in the table as well as diagrams. In 1991 total number of hotels in Valley is 202 and reaches just 244 with in the span of 10 years. Growth is just 42 hotels means 4.2 per year. But after 2001 till 2007 hotels increased from 244 to 369 with in seven years annual average growth was 17.8 hotels per year. Same is case with Houseboats, this indicates that political as well as other disturbances influence the tourist flow as well as infrastructure development (Figure 5.1 c, d).

Table 5. 1 (b) Growth of Hotels in Kashmir Valley (1982-2007)

S.No	Year	Hotels	Rooms	Beds
1	1982	95 (-)	2681 (-)	5221 (-)
2	1986	152 (57)	4460 (177)	8661 (3460)
3	1991	202 (50)	5478 (1018)	10752 (2071)
4	1996	209 (7)	5645 (167)	11058 (306)
5	2001	244 (35)	6265 (620)	12267 (1209)
6	2007	369 (125)	NA	12325 (58)

Source: Directorate of Tourism, Srinagar

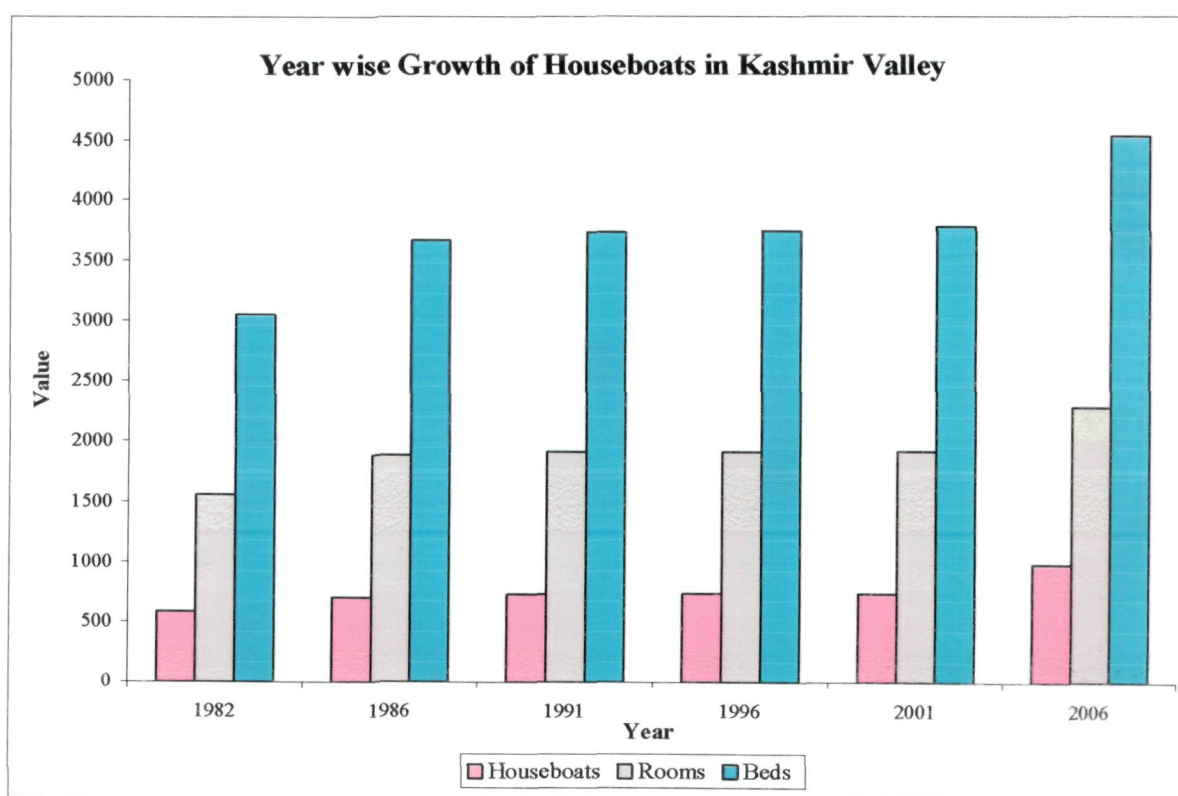
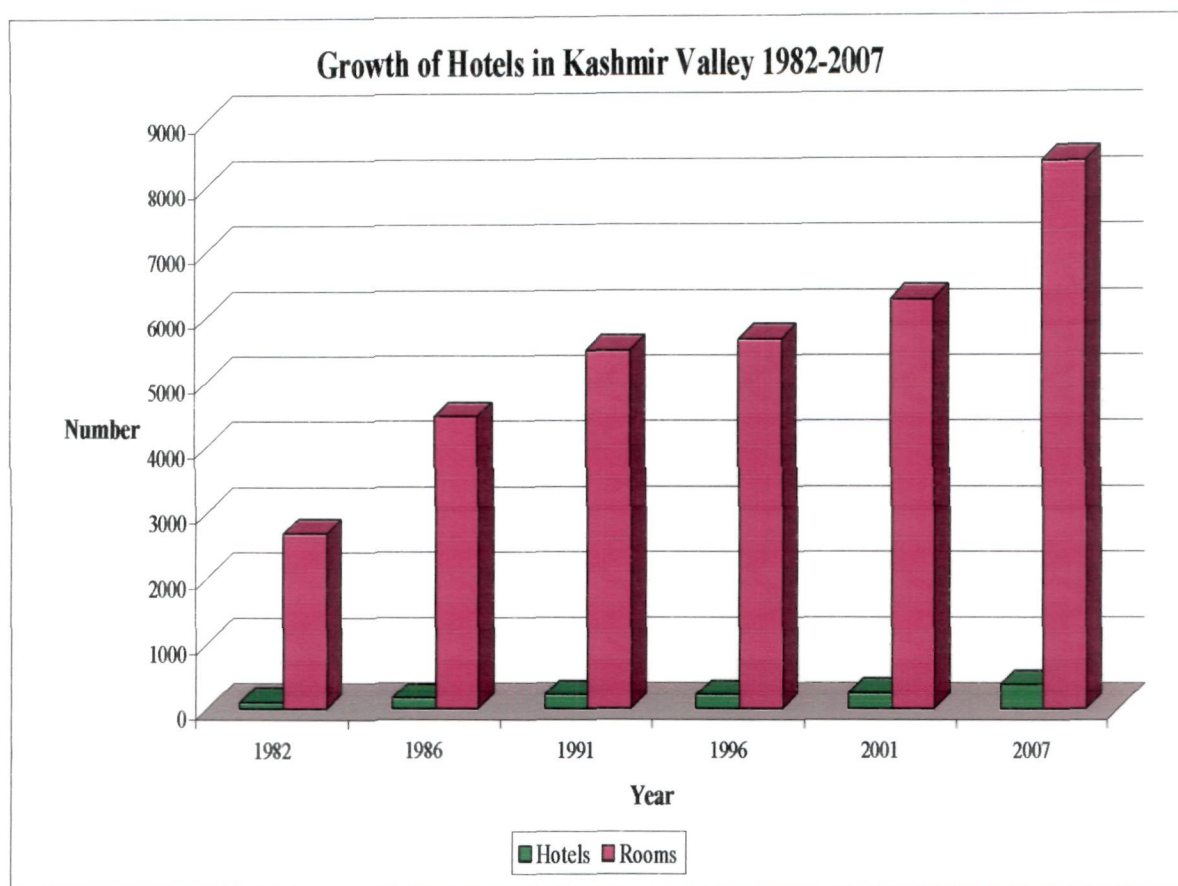
Note: Figures given in parenthesis indicate growth

Table 5.1 (c) Growth of Houseboats in Kashmir Valley (1982-2006)

Year	Houseboats	Rooms	Beds
1982	584 --	1563 --	3054 --
1986	704 (121)	1885 (322)	3672 (618)
1991	730 (25)	1909 (24)	3734 (62)
1996	734 (4)	1912 (3)	3746 (12)
2001	735 (1)	1916 (4)	3784 (38)
2006	985 (250)	2285 (369)	4536 (752)

Source: - Jammu and Kashmir Tourism Department 2007

Note: Figures in parenthesis indicate growth.



Source: - Jammu and Kashmir Tourism Department. 2007

Fig. 5.1 c, d.

4. Policy Making and Political factors: - This is the most important factor for development or detriment of society. If the policy makers are in favour of development then the whole region get benefited but if not then whole region lagging behind. In whole state of Jammu and Kashmir just 4.2 % population is below poverty line, less than that of U.S.A, where more than 5 % are below poverty line but in Kashmir Valley the development is zero. This is only due to the improper policies. In India the policies are adopted from central level to gross root level but tourism industry in Kashmir Valley need Gross-root level development. Political issues are the main hindrance in the development of tourism in the region. Our political leaders want the money as well as the land they never care for the development of the people. Still in Valley thousands of people are dying due to political issues. So there is urgent need to adopt the gross-root level development. Rural tourism should be incorporated so that maximum revenue goes to the rural masses as well as tribal people.

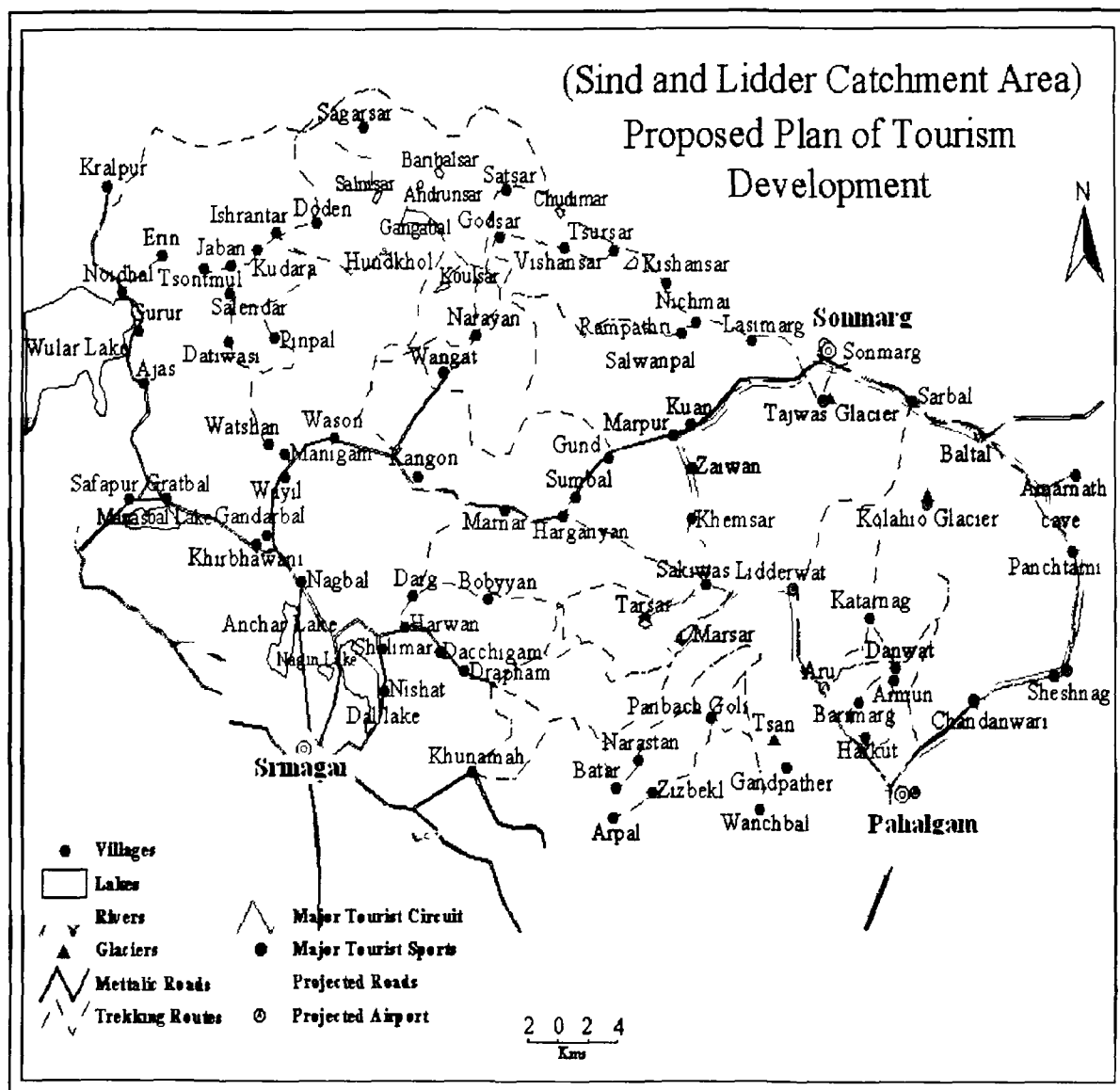
5.2 Future Prospects of Tourism in Kashmir Valley

Tourism in Kashmir Valley is still in a discovering stage. Many sites are still lying untapped. Not only the natural or historical sites, but also huge reservoirs of traditional and cultural heritages still remain to be unearthed. People are fully keen to explore it all, for the development of whole state. But the political factors create problems for development of tourism in the Kashmir Valley. Tourist flow to Kashmir Valley has shown remarkable increasing trend for last several decades. A positive growth in tourist flow has been recorded in case of both domestic and foreign tourists till present times. The number of tourist increased from 10,579 in 1951 to 7, 00,000 in 1986. However since 1988, the tourism of Kashmir Valley received great set- back and resulted almost negligible tourist flow upto 1996, but since then tourist flow has been increasing again rapidly. Another aspect of tourism in Kashmir Valley which has shown an upward trend is the development of pilgrim tourism. Every year the Valley has been receiving about 50,000 to 1, 00,000 yatries to Holy Amarnath Cave though for a shorter duration. Apart from that tourists also visited the Muslim Shrines Charar-e-Sharief, Khanqah-i-Mualla and Hazratbal mosque. The tourism potential of the

Kashmir Valley has not been fully exploited. The region is known as **‘paradise unexplored’**. Global tourism has been booming and future projections show that this trend will continue. The new generations of travellers who are **‘money rich and time poor’** are increasingly looking for unique experiences. More and more people are looking at tourism as less of a journey and more of an experience – a phenomenon being called the emergence of the ‘experience economy’. For these new and growing breed of tourists the Kashmir Valley with its variety and uniqueness holds immense attraction. The rich natural beauty and its diversity, exotic cultural and ethnic mosaic, flora and fauna and the serenity of the virgin, unexplored ecosystems provide possibilities of a totally different experience for the tourists. There has been seasonal variation in tourist flow to Kashmir Valley. The Valley receives maximum foreign tourists in August, while as domestic tourist flow during the summer season, while as meager percentage of tourist visit during the winter. The peak time of the entire season works 90 days of the year. The major attractions for winter tourism have been developed but the incentives to bearable the coldness still not developed. Only Gulmarg, Pahalgam and Sonamarg are developed highly for winter tourism. This is so because these places have been constantly supplies by the fleet of vehicle services. But still the tourist visit Sonmarg avoids visiting pahalgam because these two places are not connected directly. If a tourist visits both places he has to visit first pahalgam then again visit Srinagar and from there he has to go to Sonmarg.

The new generations of travellers who are ‘money rich and time poor’ as mentioned earlier, so that the projected plans should be introduced in the most attractive region i.e., Pahalgam Sonmarg catchments area. The projected roads, airport, and tourist nodes should be introduced (Fig. 5.2). In the proposed plan the major tourist circuit is covering the tourist destinations like Pahalgam, Marsar, Tarsar, Sonmarg, Sarbal, Baltal, Amarnath, Panchtarni, Sheshnag and Chandanwari. In the above destinations the mountaineering tracks should be converted into the concrete roads for sustainable development of tourism in this region. The international airport should be constructed in Sonmarg, so that the people living in Drass and Kargil get maximum benefit and the tourist visit the entire region of Pahalgam Sonmarg and Amarnath. By adopting this plan all types of tourism developed in this region whether it is religious tourism or rural tourism and others. Maximum tourist potential is there but this region is unexplored till now so we have to adopt this plan to develop tourism.

in this region. This region has enough potentiality for tourism development due to the presence of carpeted meadows, lush green forests, sprinkling water running from glaciers and mild climate during summers. The surrounding mountains of these side valleys provide the excellent potential for sport tourism especially trout fishing, mountaineering, trekking and hunting. Among the side valleys the important tourist potential valleys are Aru, Sind, Lidder. The Sind valley is one of the most fascinating and charming from scenic point of view. The area possesses the natural beauty like forests glaciers, flowing water, pastures, meadows, high altitude lakes, trekking routes, sports like trout fishing and game bird sanctuaries. Hence the region has the largest potential and attraction from the tourist point of view. The presence of **pastures and meadows** have ramified the beauty of the valley more in the sense that they provide camping sites to the tourists these meadows are situated normally 2800 mts, surrounding by the forests, carpeted with green grass and area subjected to grazing by cattle during summers and under snow cover during winters. On the northern side of the valley the important meadows at different elevations are Meg and Ob (3800 m), Lab Pather (2800m), Purni bal pather (4200m), Salnai (3800m), Shajimarg (3600m), Nichinai (3700m), Nichimai (3700m), Bushkab Pather (3800m), Kain Pather (3800m), Lashimarg (3000m), Katha Pather (3800m), Tosha Maidan (3200m) Boda Pather (3900m), Larmarg (4000m), Khar Pather (3400m), Posh Pather (3400m), and on the southern side the important ones are Posh Pather (3760). Besides **high altitude lakes** are confined to northern side of the Sind valley roughly above the height of 3600 meters. These lakes generate tourist activities attracting the trekking from the different parts of the world. There are about 11 lakes (sars) within the valley and 13 lakes (sars) just beyond it but all are accessible through Sind valley by trekking routes. Of all 24 lakes 5 are important for fishing point of view viz. Gangabal lake (3658m) Nund Koul (3600m) in the valley and Vishinsar (4084m), Krishinsar (3812m) and Gadsar (4180m). Other lakes outside the valley are Kaulsar (3740m), Zadsar (3880m), Chamersar (3820m), Sarbalsar (4080m), Shirasar (4200m), Salnaisar (4045m), Lalgulsar (3819), Vishinsar (3677m) and the lakes within the valley are Salmasar (3800m), Gumbarsar (4013m), Khimsar (4100m), Kansar (3990m), Hokasar (4000m) north, Yamsar (3800m), Hokasar south (3900m) and Sonasar (3870m) (Survey of India 1971).



Source: - Raza Moonis, Ali Mohammad, A. Ahmad. (1978). *The Valley of Kashmir, The Land,*

Fig. 5.2

Among the above mentioned lakes Gangabal, Krishinsar, Vishinsar, Nund koul and Gadsar have assumed significant tourist importance as they possess high potential in terms of trout fish and other sports activities. Of these five Krishinsar, Vishinsar and Gangabal lakes are receiving more tourists as trekkers because these alpine lakes fall on well known trekking routes of northern side of the Sind valley and are comparatively bigger in size than rest of high altitude lakes, with fresh waters coming out from glaciers. The former two are situated just outside the watershed area Sind valley while as latter inside the valley and is supposed to be the main source of Wangat Nallah, which is also one of the trout fish prone icy streams of the valley. Also these lakes are surrounded by beautiful camping sites which have provided more tourist attractiveness to them.

Glaciers have played a vital role in attracting the tourists to Kashmir valley. Glaciers have helped in the expansion of Himalayan tourism, ice skiing provides the tourists an entertainment, sports and an experience. The Kashmir Himalayas which surround the Sind valley on north and south east are shaded with 38 glaciers among which the Thajwas at an altitude of 3820 meters is quite significant from the tourist point of view. These glaciers are the perennial source of the feeding streams of river Sind. Almost all the southeastern side of the valley is flanked with 60% of the total glacier in the valley. The north western mountains of the valley are shaded with 16 glaciers while as 22 glaciers are sprinkled over the south and the south eastern mountains.

Springs The whole of the valley is sparsely dotted with beautiful and enormous springs which make drinking water available to tourists at various spots during trekking. The transparent waters of these springs are frizzed cold during summers and comparatively warm during the winters. Such characteristics of spring waters have provided them more tourist attractiveness in terms of its use. The main source of water to these perennial water bubbles are the high altitude lakes and direct seepage beneath the glaciers of the valley. The distribution and their number is highly varied in different physiographic divisions. There are about 53 springs in all among 74.80 % are distributed on northern side and rest of the 25.20 % are comprised by south – western side of the valley.

Fishing has gained more importance in the valley because of the dominance of trout fish in river Sind as well as in the high altitude lakes. The important trout fishing

beats of the valley are Usan, Kangan, Mamer, Sumbal, Gangabal lake, Wayil, Gadsar, Krishinnsar, Wangat and Vishinsar. Besides there are number of other fishing beats located in the valley.

5.3 Negative Impacts of Tourism on Environment in Kashmir Valley

Tourism and the environment have a very complex and interdependent relationship. Today, tourism is one of the largest industries in today's world economy and is a great source of foreign exchange for many developing countries, whose major assets are their natural resources. At the same time, it is the environmental quality of a place that will determine the success of the tourism industry, since it is the main attraction for tourists. There have been a lot of arguments about whether tourism is beneficial or harmful to the environment. A lot of the developing countries whose main source of foreign exchange is tourism industry overlook certain setbacks such as the fact that sometimes they are not prepared to meet and support such a vast amount of people. Most of the states of India try to make the best out of this, taking everything out of the environment and causing damage to their land that sometimes can be permanent.

(i) Environmental impacts

Tourism can create great pressure on local resources such as energy, food, land and water that may already be in short supply. According to the Third Assessment of Europe's environment (EEA, 2003), the direct local impacts of tourism on people and the environment at destinations are strongly affected by concentration in space and time (seasonality). (Turner, 1988)

They result from.

- a The intensive use of water and land by tourism and leisure facilities
- b The delivery and use of energy
- c Changes in the landscape coming from the construction of infrastructure, buildings and facilities.

- d Air pollution and waste
- e The compaction and sealing of soils (Damage and destruction of vegetation)
- f The disturbance of fauna and local people (for example, by noise)

The growing number of tourists visiting sensitive natural areas may also jeopardize nature conservation. Some conflicts may also arise between tourism development and other sectors such as agriculture and forestry.

(ii) Impacts on biodiversity

Tourism can cause loss of biodiversity in many ways, e.g. by competing with wildlife for habitat and natural resources (Mathieson, 1982).

(iii) Strain on water resources

Water and especially fresh water is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generate a greater volume of wastewater (Eagles, P F J 1994).

(iv) Deforestation and Land degradation

Direct impact on natural resources, both renewable and non-renewable, from the construction of tourist facilities, roads and airports can be caused by the use of land for accommodation, other infrastructure provisions and the use of building materials (stones). Forests often suffer negative effects of tourism in the form of deforestation caused by fuel wood collection and land clearing. This is the case in many valuable mountainous areas where the forests were cleared for the construction of summerhouses and hotels (Photo Plate 5.3 (a)).



Photo Plate 5.3 (a) Trees cut for using in Hotels in Pahalgam (b) Tourists on the way to Amarnath.

(v) Air pollution and Noise

Transport by air and roads are continuously increasing, along with the rising number of tourists and their greater mobility. Tourism now accounts for more than 30% of air travel and is therefore responsible for an important share of air emissions such as carbon dioxide (CO₂). Transport emissions, emissions from energy production use are linked to acid rain, global warming and severe local air pollution. Noise pollution from airplanes, cars, motorbikes, buses, as well as recreational vehicles such as snowmobiles and jet skis, is an ever-growing problem of tourism, causing annoyance, stress and even hearing loss. But in Kashmir Valley the air pollution is only caused by the vehicles and aircrafts, aero planes are having as compared with the other parts of world. Although the impact is found in main city of Srinagar city and the surrounding areas.

(vi) Energy utilization

Hotels are large consumers of water. A tourist staying in a hotel uses on average 1/3 more water per day than a local inhabitant. Energy consumption per m² per year by a one star hotel is 157 kWh (380 kWh in a four star hotel) (EEA, 2003). However, most of the time the infrastructure is not designed to cope with peak periods. Although in the Valley of Kashmir the Water is in abundance but excess utilization is not good sign.

(vii) Water pollution

Construction of hotels, recreation and other facilities often leads to increased pressure on sewage disposal facilities, in particular because many destinations have several times more inhabitants in the high season than in the low season. Wastewater treatment facilities are often not built to cope with the dramatic rise in volume of wastewater during the peak. Wastewater has polluted streams and lakes surrounding tourist attractions, damaging flora and fauna. Sewage pollution can also threaten the health of humans and animals.

(viii) Mountainous erosion (McCool, 1994).

Development of resorts, hotels and tourist spots after clearing of forests can cause changes in a physical appearance of mountains and cause soil erosion. This is

the main problem in the Kashmir Valley. Tourist whenever visits any Religious place which mostly lies in mountainous areas they make the way and some times take the advantage of domestic animals. So by this method the mountains get eroded. (Photo Plate 5.3 (b)).

5.4 Rural Space and Rural Tourism Development in Kashmir Valley.

Any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism. Rural tourism is essentially an activity which takes place in the countryside. It is multi-faceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. As against conventional tourism, rural tourism has certain typical characteristics like; it is experience oriented, the locations are sparsely populated, it is predominantly in natural environment, it meshes with seasonality and local events and is based on preservation of culture, heritage and traditions. . In Kashmir Valley the nature of rural areas is not polluted at par with other states in India, so that is why there are enough potential for development of rural spaces for development of tourism in the region. The sustainable tourism development could be achieved only due to development of rural spaces for tourism. Tourism comprises of biggest component of the tertiary sector.

Rural tourism is often considered to be intrinsically sustainable, for it attracts small number of visitors, there is no need for extensive infrastructural development, tourists are usually genuinely interested in the local culture and traditions. One of the main attractions of rural holidays is the personal interaction with local residents, so hosts and guests are able to share ideas and knowledge, and consequently tourism can fulfill its role as the "industry of peace", as a tool of mutual understanding.

Nevertheless, if rural tourism development is analysed on a deeper level, certain doubts arise concerning intrinsic sustainability. The most significant issue to be investigated is the economic profitability of rural tourist services, since the demand is often seasonal, the occupancy rates are low and the investment required for creating

or improving facilities for tourists is often high. In most rural tourist destinations it is quite unlikely that tourism can be viable as a sole source of income. Rural tourism can usually be only one of the income-generating alternatives in a region, so its role in sustainable development is highly influenced by the performances of other economic sectors (especially agriculture). (Countryside Commission. 1995)

Tourism growth potential can be harnessed as a strategy for Rural Development. The development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7 million villages. Across the world the trends of industrialization and development have had an urban centric approach. Alongside, the stresses of urban lifestyles have led to a “counter-urbanization” syndrome. This has led to growing interest in the rural areas. At the same time this trend of urbanization has led to falling income levels, lesser job opportunities in the total areas leading to an urbanization syndrome in the rural areas. Rural Tourism is one of the few activities which can provide a solution to these problems.

Table: 5.4 Tourist Characteristics- Preferred Destinations of Tourists

Sr. No.	Tourist Destinations	Preference of the tourists in percentage
1	Srinagar	95
2	Pahalgam	85
3	Gulmarg	88
4	Sonmarg	25
5	Kokernag	20
6	Harwan	55
7	Nishat & Shalimar	80
8	Verinag	24
9	Aharbal	05
10	Khilanmarg	10

Sources: - Based on Field Survey, May – June 2007.

In the above table 5 4 the maximum tourists preferred the regions which are located in the city centres as well as around the city having good connectivity. The table 5 4 shows that the tourists ignore to visit the tourists destinations which is having village characteristics because of lack of connectivity and other facilities. The tourist destinations like Aharbal, Khilanmarg, Verinag and Kokernag having less flow of tourists and very few percent tourists want to visit in these destinations. So now it is urgent need of the State Tourism Department as well as the local people to aware the tourists for visiting the remote areas and tourist destinations having rural characteristics and give more preference to Village as well as rural tourism. Besides, there are other factors which help for shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness.

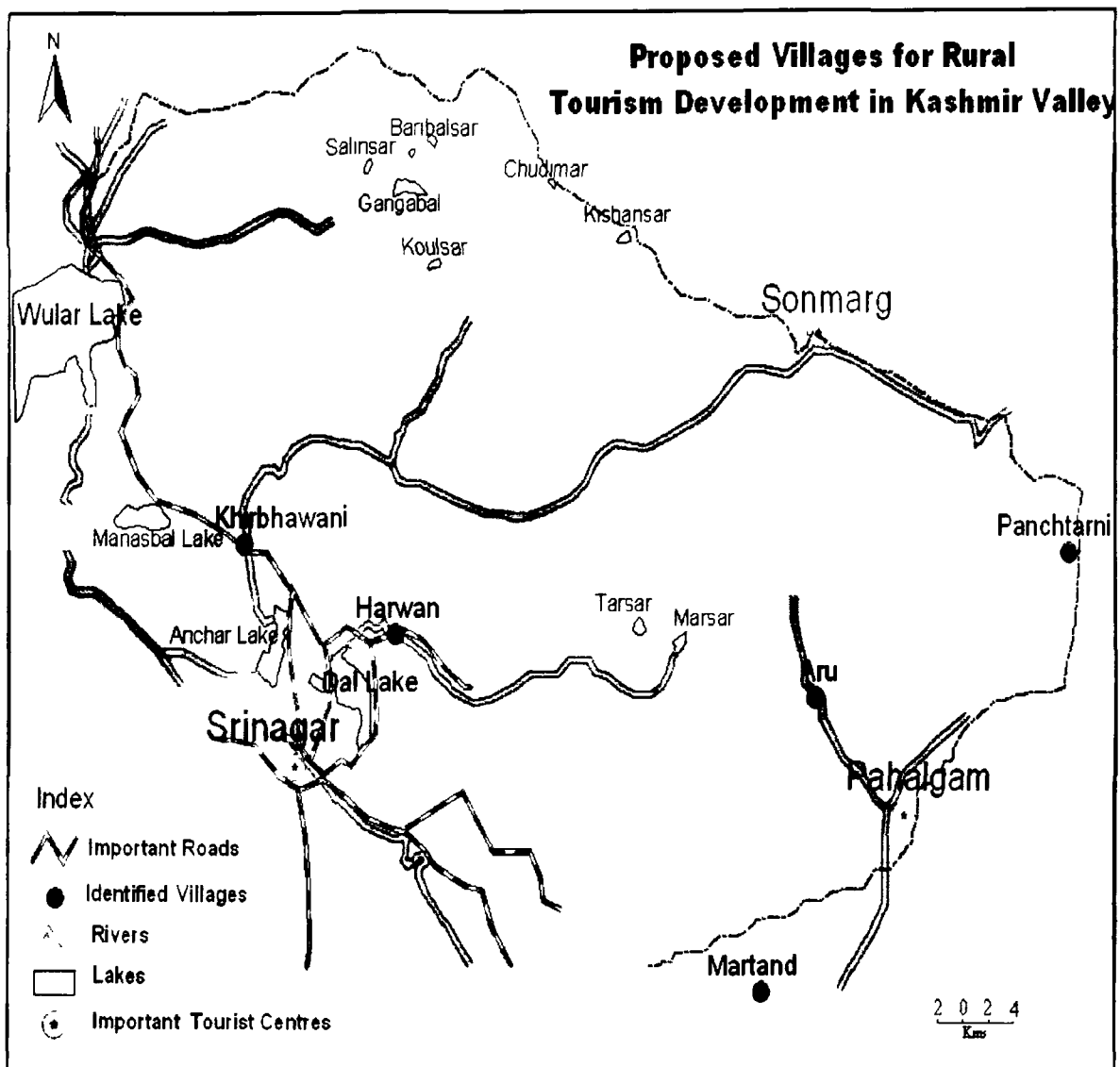
In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle. This concept has taken the shape of a formal kind of Rural Tourism. So we have to plan the same concept in our country in general and Kashmir Valley as particular. The important proposed sites for rural tourism development in Kashmir Valley are as follows -

1. **Kheer Bhawani:** - The Goddess Ragnya Devi is symbolised, as a sacred spring at Tula Mula. Within the spring is a small marble temple. The devotees of the goddess fast and gather here on the eighth day of the full moon in the month of May when, according to belief, the goddess changes the colour of the spring's waters. In this village the people came for worship of goddess and this village is having much cultural diversity. This village is near to Wangat River (Fig 5 4).
2. **Martand:** - located atop a plateau, close to the township of Anantnag, has a temple dedicated to Surya, the "Sun God". Built by king Laitaditya Muktapida (7th to 8th century AD), it is a medieval temple with a colonnaded courtyard and the shrine in its centre. The temple complex has 84 columns and offers a commanding view of the valley of Kashmir. This village is also having important tourist potential development. Rich in cultural as well as natural diversity. The beautiful gardens water bodies are found in this villages.
3. **Harwan:** - This village is found in between Shalimar and Dacchigam. In the South of the village Harwan, on the hillside, one can see some remarkable remains of

ancient ornamented tile pavements of the Buddhist era. The tiles depict the dresses of the people of that time, such as loose trousers, Turkoman caps or close fitting turbans and large ear-rings which present the central Asian influence. Harwan village is having huge Garden lined with flower beds and massive Chinar Trees with a beautiful canal flowing right through the middle. A beautiful canal, fed from a lake just behind the garden, passes through its center. The canal is bordered with blossoming flowerbeds and Chinar trees. Harwan Garden does not have the usual terraces, artificial fountains, etc, like the other gardens of Kashmir. It has been deliberately kept devoid of these man-made things. The main attraction of the Harwan garden is its natural beauty that is present in plenty. The big lawns, carpeted with green grass, draw people automatically towards this place. An ideal spot for picnics and excursions, Harwan is the perfect place to take long walks in the lap of nature. It also serves as a take-off point for visiting Dachi Gam Wild life sanctuary and a starting point of a Mahadev Mountain trek.

4. Panchtarni: - From Sheshnag one has to climb steep height up across Mahagunas Pass at 4276 mtrs. (14000 ft) for 4.6 KM and then descending to the meadow lands of Panchtarni at a height of 3657 mtrs (12000 ft). The last camp enroute to the Holy Cave is made here on third day. Here one faces cold winds which cause the skin to crack. The route to Mahagunas is full of rivulets, water falls, springs. Panchtarni is a very beautiful place in the feet of Bhairav Mountains. Five Rivers flow here. It is said that the five rivers originated from Lord Shiva's Hairs (Jataon). This village has enough potentiality for rural tourism development.

5. Aru: - This village is having tranquil and serene meadow. Aru village is situated at a distance of approximately 107 km from Srinagar. Traveling to Aru is the perfect way to take a break from the pollution, dust and stress of city life. Towering at a height of approximately 2408 meters, it follows the shepherds' trail to the high Kashmiri meadows. On one side of the meadow of Aru is a gorge with a small hamlet of wood-and-stone houses.



Source: - Raza Moonis, Ali Mohammad, A. Ahmad. (1978): *The Valley of Kashmir, The Land*,

Fig 5.4.

Some of these houses are built in the typical Gujjar-shepherd style with flat roofs and backs against the hillside. This village is having enough potentiality of cultural tourism. The Gujjar and Bakkarwal tribal people are found in this village. Running through this golden meadow is a ravine of the Lidder River, along with a small stream. Apart from enjoying the breathtaking beauty of the meadow, the other major attraction of rural tourism in Aru is trekking. Some of the popular treks of this region are those of Lidderwat meadow and Kolahoi Glacier. One can also go for a walk in the nearby woods and feel the sunlight peeking through the leaves.

Advantages / Positive Effects of Developing Rural Tourism in Kashmir Valley

Rural tourism is one of many challenged services among the landscapes, cultural heritage of rural communities. Tourism has many potential benefits for rural areas. The most important positive effects of developing rural tourism are the following:

- This activity generates local incomes, employment and growth of welfare,
- Rural Tourism is a valuable contributor to rural economy,
- Tourism can serve as an important source of tax revenues for local jurisdictions,
- Developing the auxiliary and alternative activities for rural population (V Efros, P Bacal, 2004),
- Assists viability of existing tourism and non-tourism business,
- Promotes the usage and sale of local food products,
- Contributes to local resident amenities and services,
- Develops business skills and can give local crafters,
- Increasing competition,
- Creates sense of pride,
- Prevents viable traditional occupations from being displaced
- Contributes to the costs of providing economic and social infrastructure,
- Encourages the development of other industrial sectors, helping to stabilize the economic base,
- Offers to rural residents business opportunities in activities that cater to the tourist trade,
- Attracts inward investment,
- Creates new employment opportunities,
- encourages employment opportunities, which keep people in the countryside,



Photo Plate 5.4 Rural Attractions

- Creates jobs for rural communities, especially for those that are economically underdeveloped,
- Incorporating new technologies,
- Leads to opportunities for social and cultural exchange,
- Promotes information about the experience culture and lifestyles of rural communities,
- Takes part in the rural activities such as conservation work,
- Explores historical identities, interests in heritage,
- Ensures that tourism development protects rather than destroys cultural diversity and local community,
- Develops tourism that is indigenous to area-avoiding “copy cat “ approach,
- Promotes unique cultural/ heritage features,
- Preserves tradition and heritage,
- Transmits the cultural and the natural values to the new generations,
- Enriches heritage with modern activities,
- Tourism can also support local culture in rural areas by encouraging restoration of local regional historical sites,
- Revitalizes local cultural traditions, events and crafts,
- Enhances the role of women,
- Promotes information about wildlife and landscapes, interests in the environment,
- Leads to environment improvements within the settlements,
- Respects the natural diversity of the destination;
- Protects the sustainability and the quality of environment,
- Takes steps to monitor carrying capacity as rural tourism develops,
- Facilitates a “recharge with energy” of the visitors,
- Represents a change from every day urban life,
- Enhances local quality of life

The rural spaces are enjoying through a wide range of activities from traditional rural life pursuits such as fishing and shooting, to more passive activity, such as walking or horse riding. Many people value the ability to get away from their daily routine, to relax and revive themselves with the quietness and sense of peace, and beauty of natural surroundings. These can be enjoyed in the rural spaces and its great popularity brings consideration levels of spending into rural areas, to rural business and services

As tourism has evolved a wide variety of other attractions and activities in the in rural areas and become the focus of visitor interest

- peace and quite, relaxing environment,
- health and fitness concers, fresh air,
- outdoor recreation such as golf or horse riding,
- themed leisure attractions such as rare breed centres, wildlife and farm attractions, arboreta, museums,
- local food, drink and craft sold at the villages, farmers markets villages shop or tourism outlet,
- take part in rural activities such as conservation work,
- activities based on local heritage, such as visits to natural reservations and forest parks,
- local village feasts and festivals

Tourism can offer rural residents business opportunities in activities that cater to the tourism trade Such locally – operated businesses, which may be seasonal, can provide local residents with valuable opportunities to develop business skills and can give local retail establishment Farmers growing fresh products can take advantage of tourism to establish direct marketing channels for ready-to eat products, which may also serve as outlets for processed foods such as jams, jellies, breads, and preserves

Disadvantages and Difficulties for Developing Rural Tourism (Dickinson, G 1996)

- Encourages dependence on industry prone to uncontrollable change,
- Creates part time, seasonal or low grade employment,
- Incurs development costs and public service costs,
- Leads to local land and house price inflation,
- Creates a feeling of invasion by tourists,
- Generates overcrowding and traffic,
- Increases crime,
- Reduction in local services, e g , food shops replaced by gift shops,
- Import of new cultural ideas- challenges the existing way of life,
- Increases “usage” and destruction of landscape features,

- Creates need for new developments which may not in conformity with the local areas;
- Increases pollution (noise, visual, air, water, litter);
- Affects local biodiversity;

5.5 Suggestions for Development of Sustainable Tourism in Kashmir Valley

In order to assess the socio-economic development of the people of Kashmir Valley due to the tourism industry and minimize the negative impacts on tourism industry the following strategies should be considered.

1. Building the capacity of tourist site management to deal with Tourism.

Site assessments can determine how tourism can contribute to mitigating site threats and tourism public use plans can provide a broad vision of how site tourism can be developed and managed. (Inskeep, E. 1991)

Potential Collaboration:

- (a) Develop tourism management or tourism public use plans;
- (b) Organize workshops at the site;
- (c) Offer suggestions on prioritising site attractions, conservation messages, and give management advice on planning visitor access and identifying visitor needs;
- (d) Use research of local and regional market situations to create long-term strategies for the development of tourism enterprises in communities near sites.

2. Training local community members in tourism related activities to participate in the industry and receive tourism's benefits.

Tourism services linked to protected areas can provide alternatives to high-impact land uses such as logging and offer opportunities for local development, which can in turn generate community support for conservation and site management.

Potential Collaboration:

- (a) Support local nature guide training programs;
- (b) Develop skills in local natural history knowledge, conversational English, interpretation, and tour planning;
- (c) Help develop a natural textbook for each site designed for adults with limited formal education;
- (d) Train local people in business and marketing skills for existing products that have positive impacts on conservation or help to create products that will mitigate sites' pressures. e.g. less use of polythene bags, control on throwing openly the solid wastes in the tourist sites.

3. Aiding communities around the sites to market their products.

The tourism industry can play an important role in providing international links and raising demand for local products that offer local communities an alternative economic source to the extraction of protected area resources.

Potential collaboration:

- (a) Promote local products in hotels or tour brochures and in-flight magazines.

4. Raising public awareness of Tourism development and building pride with local communities and visitors through conservation education.

Carrying out conservation education campaigns at sites can help educate residents living in and around tourist sites in the Valley about the global significance and the reason for its protected status.

Potential collaboration:

- (a) Sponsor conservation education campaigns for local communities;
- (b) Produce site interpretation materials for visitors.

5. Using tourism generated funds to supplement site conservation and protection costs.

Supporting actions that increase site revenue from visitor fees, concessions, or donations generated by the tourism industry are all recommended actions for generating funds from tourism.

Potential collaboration:

- (a) Contribute funds to tourism based on tourist visits to a site to finance specific site conservation activities;
- (b) Provide financial support in the form of donations for specific actions such as the purchase of technical material and the development of appropriate, low-impact tourism infrastructure. Examples include; a terrestrial or aquatic nature trail for visitors, and one that can be used by local nature guides, or a visitor's centre and other facilities such as wildlife viewing observation towers.

6. Spreading the lessons learned to other sites and protected areas.

Developing communication systems for an exchange of experience between site managers on tourism management best practices is a key part of the Tourism Programme.

Potential collaboration:

- (a) Support and participate in the tourist Centre's regional workshops with site managers and local and national authorities. Together with the tourism staff, share information on the outcomes of joint initiatives and the lessons learned for private sector/public sector partnerships.

7. Building increased awareness of Tourism and its activities and policies for tourism industry officials and their clients.

Support from company officials can generate international support for conservation efforts, change the policies of the ground operators they work with and motivate visitors to make donations to conservation and respect management regulations.

Potential collaboration:

- (a) Provide information and photographic material of Tourist sites to inform clients via, catalogues and brochures, in-flight magazines, and hotel brochures. Prepared by the tourism department, these could include practical information on the site, describing the outstanding universal site value, and information on the tourist potential sites. Organize workshops to inform hotel employees and tour guides about the tourists to sensitize and instruct clients when visiting the sites.

Programme Features

Potential outcomes of joint efforts

- (a) **Enhanced skills**, management capacities, resources and support for tourist site directors and personnel enabling them to better use tourism as a tool for the conservation of cultural and natural sites;
- (b) **Active participation of the tourism industry** in the conservation of a site by long-term monitoring activities and technical assistance;
- (c) **Enhanced local support for conservation** by strengthening each site's economic value to the local community;
- (d) **Sharing experiences and the creation of networks** between, site managers, local, regional and national authorities, and the tourism industry;
- (e) **Greater awareness among the international tourism industry** and decision-makers in Valley about the needs of development of tourist sites and the benefits of sustainable tourism;
- (f) **Increased knowledge and a sense of pride** of the sites and local natural resources, preparing local residents to participate in site conservation efforts and to better provide services to nature-oriented tourists;
- (g) **Greater awareness among customers** of the problems natural tourist sites now face and future challenges.

Expected cooperate benefits

- (a) **Increased public visibility** by supporting on the ground projects at tourist sites in the Valley
- (b) **Social responsibility actions** and a model for environmental protection and conservation of cultural values between tourist official and the tourism industry promoted on an international scale throughout the Valley Kashmir.
- (c) **Improved coordination with the site personnel and enhanced visitor services** and amenities, enabling a more positive tourist experience;
- (d) **Increased dialogue with national authorities** leading to national tourism policies that positively influence and aid conservation,
- (e) **Large-scale dissemination of information** through links to the Tourism Centre website

A scheme has been introduced as in Fig 5 5. The scheme can be seen as having three major layers or part preconditions, pre-requisites and tools. The first three constructs- regional variables, initial forces for tourism development and the role of government- set the context for the tourism development process. They can be seen as setting the pre- conditions for tourism development and through these they influence all other parts of the process

The next layer consists of six important and interrelated constructs, which seem to be particularly important in determining the success and development of tourism in Valley Kashmir. The constructs are community understanding of tourism, community involvement in tourism, coordination of stakeholders, input of local government, tourism leadership, and competition, conflict and equity These can be seen as the pre- requisites for successful tourism development The two constructs of leadership and competition, conflict and equity are at the center of this layer and the models as a whole as they are foundations for all other parts of tourism development process Effective leaders, equitable access to tourism funds and benefits and

appropriate levels and types of cooperation were consistently associated with better tourism development outcomes in the cases examined. Local government input, successful mechanisms for stakeholder coordination and community involvement, and community understanding of tourism were important in determining the levels of conflict and competition, in turn, influenced the success of coordination and involvement mechanisms.

The third layer consists of the tools for tourism development and includes formal planning processes, connections to the tourism distribution systems. While prescriptive planning approaches include market analysis, infrastructure development and connections to tourism distribution systems within their various steps and activities, the case analysed in this study suggest that these areas are problematic in practice. Therefore in this preliminary conceptual scheme they are left as separate constructs requiring further research attention. Several measures, including uninterrupted power and water supply, at tourist places are being taken to ensure comfortable stay of visiting tourists here besides improving services for their entertainment and recreation. The Jammu and Kashmir government is giving a big push to revive tourism, a lucrative sector badly hit by terror attacks in Srinagar on holidaymakers in July. Chief Minister Ghulam Nabi Azad, “Stressed on creating new infrastructure facilities at popular tourist destinations and up grading the existing ones. The government is holding a **snow festival** at popular tourist resort of Gulmarg. Kongdoori, near Gulmarg, is being developed as an international ski destination with a Central aid of Rs 6.45 crore”. Azad said “Efforts should to make to improve environment, ecology and overall ambience at picturesque spots to attract large number of tourists. He emphasised on time-bound completion of basic amenities for tourists at Gulmarg. The government also plans to redevelop 18-hole golf course at Gulmarg. However, of the 50 villages identified for developing as tourist spots in the state. The tourist villages are being constructed at Drung, Gagangir, Pahalgam, Surinsar and Jhiri.”

The Preliminary Conceptual Scheme for Tourism Development in Kashmir Valley

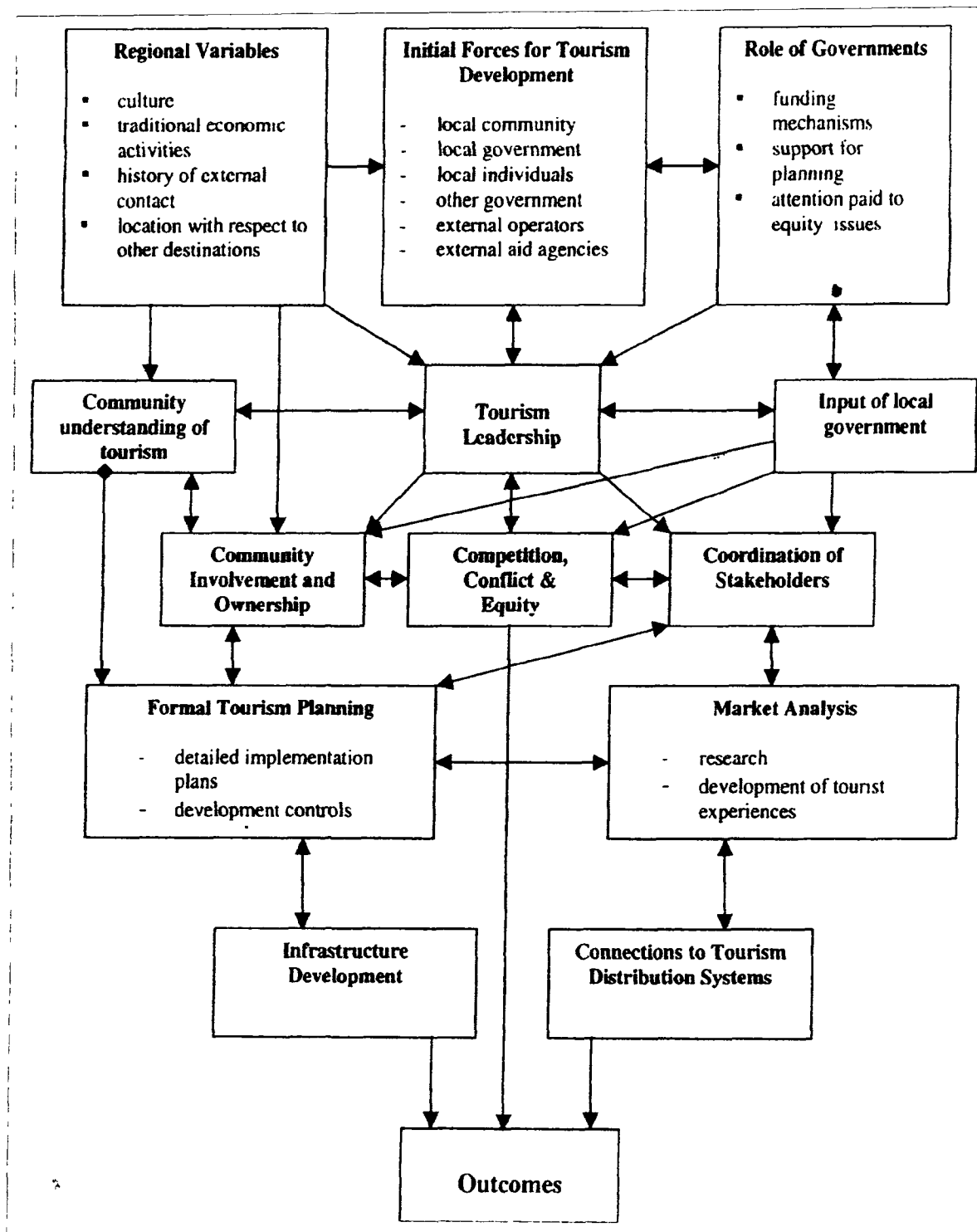


Fig.5.5

The Jammu and Kashmir Government is trying to identify new places of tourist interest with the active cooperation of Central Government agencies to provide fresh avenues of adventure in the tourism sector. The Tourism Department is already concentrating on the pilgrim tourism in the state as the tourism sector suffered a severe setback during the past 12 years of militancy. As part of the drive to discover unexplored places of tourist interest, efforts are underway to reactivate tourism flow to the famous Abarabal-Kounsarnag trek in south Kashmir district of Pulwama. The Ahrabal fall on the Veshav River had been attracting a large number of tourists prior to the eruption of militancy. The area represents one of the most beautiful mountain treks in the valley to the famous Kounsarnag Lake. The Minister of State for Tourism, Ms Sakina Itoo, in 2004-2005 laid the foundation stone of a tourist bungalow being constructed by the Tourism Department at a cost of Rs 60 lakh and the damaged tourism infrastructure would be reconstructed to give tourism a boost in the area, which would open up avenues of employment to the locals in the far-flung areas of the state, so that the socio-economic condition of the people could be improved. It is also planned to improve the track from Ahrabal to Kounchwattan to enable trekkers to go on the famous trek. Ahrabal is being developed as a base camp for trekking to different valleys in the area. The Department of Floriculture will also be setting up a park to enable day picnickers to visit the area and enjoy the sight of the famous waterfall.

To promote adventure tourism and attract more local and domestic tourists to the valley, Yusmarg and Nilnag in the vicinity of the holy township of Charar-e-Sharief are also being revived. The Department of Tourism is already giving top priority to four places of tourist interest — Srinagar with its world famous Dal Lake, Gulmarg, Pahalgam and Sonmarg. Among the pilgrim tourism destinations, the Vaishnodevi shrine near Katra in the Jammu region has been the main attraction for tourists. And in the valley, the shrine of Sheikh Zainuddin Wali at Aishmuqam on the Anantnag-Pahalgam road is the focus of attention of Tourism Department to attract more tourists. Having hosted over 3.75 lakh visitors in 2004, the Kashmir Valley, also known as the '**paradise on earth**', is all set to break previous records of tourist arrival in 2005.

For the first time during the last 14 years, those associated with tourism feel that Kashmir has again become a favourite place for domestic as well as foreign tourists. “There is a growing realization among the people The younger generation is particularly keen to come here for honeymoons and vacations,” said Habibullah Mir, President, Kashmir Hoteliers and Restaurant Owners Associations (KHARA)

5.6 General Action Plans for Sustainable Tourism Development

Apart from the Strategies, activities, some action plans have been particularly emphasized in the deliberations, which Tourism, Environment and Forest Departments has had with various government and non-government agencies on the subject of controlling environmental degradation in the Kashmir Valley These action points relate to: (Bramwell, B)

1. **Afforestation:** Afforestation activities will be stepped up. Landscaping and afforestation of land adjacent to the tourist spots should be undertaken
2. **Waste Bins:** Large waste bins should be made available at all major tourist spots to void littering.
3. **Domestic Refuse:** A special drive needs to be organized to motivate the public for depositing domestic refuse in ‘*bin bag*’ not at tourist spots Segregation will be encouraged to facilitate recycling The refuse bags will be placed suitably at pre-determined points for collection by the concerned agencies. Dumped refuse on the tourist spots would attract fines
4. **Control on Grazing and Rearing of Domestic Animals near Tourist Spots:** The problem of grazing is increasing. This creates lot of problems, damage the area by moving these animals from one place to another, cutting of new shoots of plants, flowers and other type of medicinal plants

5. **Parking:** Parking areas will be developed near tourist places, so that tourist could not face any problem. Deterrent parking charges will be levied in certain areas to restrict vehicular movement.
6. **School Activity:** Extra curricular activities in educational institutions should include environmental projects aimed at community/ neighbourhood improvement, while also aiming to suitably sensitize young students to the environmental quality of their surroundings and development of tourism.
7. **Cultural Preservation:** Preservation of the culture, historical places and other tourist monuments like the Pari Mahal, Mughal Gardens, Historical Mosques, Temple at Mattan.
8. **Removal of Encroachments:** Encroachments will be removed for providing more road space to facilitate free movement of traffic. Pavements will be cleared for pedestrians. Pedestrianisation of congested areas in Srinagar would be particularly encouraged.

Besides these strategies and the general action plans for Sustainable development of tourism in the Valley of Kashmir New concepts and strategies made for the development of cultural tourism, wellness tourism, new age tourism, spiritual tourism, heritage tourism, medical tourism, ecological tourism should be developed. (Payne, R. 1993)

The success of any development programme completely depends on the efficiency and grit displayed by the government. The untapped potential of tourism in Kashmir Valley should be fully utilized. The Kashmir Valley is an attractive and natural and cultural destination. Culture is rich because the tribal group known as Gujjar and Bakarwals covers 65% area. They are having a major cultural background. Or rich in culture, so cultural tourism should be emphasized. The Valley people cover only 35% of the area of total Kashmir Valley. Dominated by tribal people se cultural tourism should be highly developed and have a great potential to develop the cultural tourism

- 1 **Wellness Tourism:** - Wellness tourism involves satisfying the body, mind and spirit. Wellness, being a combination of physical, emotional

and spiritual health, is that special "place" sought after by many visitors to Adventure Guide. The Wellness Tourism also promotes our indigenous motifs of yoga, meditation, siddha, and ayurvedic. All of which aim at preventing the root cause of disease well before they manifest themselves as physical ailments. **Meditation-** A practice wherein there is constant observation of the mind, meditation brings awareness, harmony and natural order into life. It helps you dig deep into your inner self to discover the wisdom and tranquility that lie within. Kashmir valley is very good for climatic conditions so meditation and other ayurvedic tourism should be developed there. The major source of tourist attraction is now culture, meditation, spiritual tourism new age tourism and others.

2. **Ecotourism** is defined by the Ecotourism Society as: "purposeful travel to natural areas to understand the culture and natural history of the environment, taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make the conservation of the natural resources beneficial to local people." Ecological Tourism or as it is popularly known as "Eco Tourism" and its close associate "Rural Tourism" are becoming increasingly popular in our countries. The ecotourism should be developed for the sustainable development of society in the Kashmir Valley. However, this will have detrimental repercussions on the rural ecological settings unless cautiously managed and controlled from the very inception. Kashmir Valley is having a good bio-diversity and having rich cultural and archeological sites. The potential Kashmir Valley has for nature based Tourism and rural tourism is immense. (Cater, E. and Lowman, G. 1994).

The followings are the suggestions for development of 'rural tourism' in Kashmir Valley.

1. It is very important to raise awareness of handicraft and tourism development to village people in a simple way.
2. Developing a detailed master plan is very important

- 3 The village needs to provide certain services to the tour; clean toilets, some space for resting, showing the production making process
- 4 The villagers need to display the products and sell them on the spot since the customers would prefer to buy products from the village directly
- 5 Since the benefit should go to all the villagers, setting the booths or stands along the street is suggested Villagers could sell the products there
6. They need to provide other services in the village, such as drinks and snacks
- 7 The village atmosphere is an important factor in tourism
- 8 The villagers need to be aware that a good and friendly manner shown towards tourist is effective.

Following policies should be taken for the development for eco-tourism in Kashmir Valley as follows.

- 1 To promote and facilitate the development of eco-tourism sites, activities and facilities in a manner that is consistent with the principles of eco Tourism.
- 2 To educate all stakeholders about the concept of eco- tourism, the economic opportunities that it offers, and the actions that are required to develop a successful industry in Kashmir Valley
- 3 To expand the range of eco -tourism products services and facilities available in Kashmir
- 4 To increase the number of Kashmir Valley involved in eco-tourism and facilitate the development of community owned and managed eco tourism enterprises
- 5 To contribute to and influence a more sustainable form of Tourism in Kashmir Valley through a diverse range of measures incentives, education, guidelines, regulation, and marketing

6. To contribute to conservation of natural eco-systems.

Since Eco-tourists are highly educated professionals of different caliber, if we are to cater to their expectations, it is necessary to educate rural area community, the major stakeholder, on the subject.

Ecotourism Guidelines

1. The ecotourism attraction must satisfy all the requirements of safety, health and environmental codes
2. The attraction is to be preserved in its natural state and provisions must be put in place to sustain the environment.
3. Signage and interpretive media (general information about the attraction) must be prominently placed and guests properly informed about the facility. On arrival at the attraction, guests should be given verbal presentations and written material on health, safety, and environmental rules and regulations.
4. Self-monitoring systems should be put in place to measure the level of guest satisfaction. It is desirable that evaluation forms be made available to guests for them to record their criticisms, complaints and accolades. The responses would point to what was being done well and what areas needed improvement.
5. High standards for the recruitment of staff should be maintained, and certified tour guides should be provided. The guides should be trained in sociology, ecology, history, language, environmental laws, and sustainability of the environment, group management, CPR (Cardio Pulmonary Resuscitation), first aid and basic life saving skills. The guides should also be aware of policies and procedures governing the attraction.
6. The attraction should provide employment and training programmes for persons in the surrounding community. Employees should be trained in communication skills, and positive environmental practices. Employees should also be provided with operation manuals.

7. Each attraction must offer top quality service and personalised attention to guests. The best of Jamaican cuisine should be offered.
8. Every attraction must have a proper security system in place, particularly during opening hours. Emergency and safety procedures must be observed, and first aid equipment must be in place.
9. An Environmental Impact Assessment Report should be done on the site. There should also be a policy on site management inclusive of carrying capacity, waste management, and preservation of the site, staff training, security and safety.
10. Management and staff should conform to ethical business practices. Management programmes should include regular internal audits of the facility to ensure that the site is preserved. Owners, managers and staff must be environmentally conscious. They must observe sound environmental practices and also comply with national and international wildlife protection laws.

New Age tourism is very much focused around the self and the development of self-awareness; it is as if it is endeavoring to locate authentic experiences for individuals to explore so that they become in effect tourists in their own identity. While New Age tourists are busy attempting to become more 'tuned in' to them, this may bring them perilously close to self-obsession. As Mac Cannell (1992:188) suggests 'in precisely those regions that are most markedly postmodern, where over development of the surface is most advanced, we also hear almost constant chatter about "getting in touch" with one's own "true", "inner feelings", "centring," and so on.' The self-development orientation of New Age tourism is, on the one hand, a manifestation of the superficiality of this preoccupation, but on the other, the endeavour to get beneath the surface to an underlying reality. New age tourism individually develops the socio-economic conditions of the people of Kashmir Valley and it conjointly help in the upliftment of society as a whole.

Heritage tourism is an activity with a long history that can be measured in centuries. Heritage tourism includes historical buildings and monuments, the site of the important past events like battles, traditional landscape and indigenous wildlife, language, literature music and art, traditional events and folklore practices, traditional lifestyles including food, drink and sport. There is enough heritage tourism potential in Kashmir valley so heritage tourism should be developed in this region. (House J. (1994))

Geo-tourism: - Recent emphasis should be given on the development of geo-tourism. The Jammu and Kashmir government should approach the GSI (Geological Survey of India) for exploration of new caves, hot springs and other interesting geographical features in Kashmir Valley to boost the geo-tourism in the region. In the neighbouring states of Jammu and Kashmir like Uttaranchal, Himachal Pradesh the geo-tourism is in process to develop. GSI has identified 63 sites like caves and hot springs in Uttaranchal alone for geo-tourism development. The Tehri Dam can also be form part of the geo-tourism. Besides **golf tourism**, **medical tourism** should be developed in Kashmir Valley because it has no match with other countries in the world.

Tourism should not be developed in isolation; it should be **integrated** with other sectors of economy to make it eco-friendly. Agriculture, forestry, horticulture, handicrafts and other many important sectors whose cooperation or interaction can bring sustainability to tourism business.

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Conclusion

CONCLUSION

Every research has its upshot. Without comprehensive result no research work can be regarded as success. In my research work, through my extensive survey and with the help of data and direct questionnaire to the tourists, local people and Govt officials of the area concerned, has conceived results. These results are totally based on the modern geographic views constructed through the explanation of the micro spatial analysis, humanistic geography, behavioral geography and the nascent view of applied part of social geography as well as the planning and environment view of geography. Though the study area is being influenced by the heterogeneous nature of the human nature, relief, soil, drainage pattern, climate and vegetation but exposure to the land use pattern is also heterogeneous in nature.

Set like a **jewelled crown on the map of India**, Kashmir is a many-faceted diamond, changing its character with the seasons always extravagantly beautiful. Three Himalayan ranges - *Karakoram*, *Zaskar* and *Pir Panjal* - snow-capped, majestic, frame the landscape from northwest to northeast. They are the birthplace of great rivers which flow down into the Valleys below, forested with wild orchards and lily laden lakes.

Kashmir is known for its unearthly beauty, which has earned it the sobriquet of being the "Paradise on Earth". Kashmir Valley is part of the state of Jammu and Kashmir in north India. The decade old political and civil turmoil in the region has not taken anything away from the beauty of Kashmir. With peace returning to the Kashmir Valley, it has now become a tourist hot spot owing to its amazing cultural diversity, the sheer beauty of the mighty Himalayas, and the green valleys whose beauty has attracted a horde of migrants from West Asia and Central Asia down the ages. Kashmir or the Jhelum Valley is situated between the Pir Panjal range and the Zaskar range and has an area of 15220 sq kms. It is bounded on all sides by mountains. The river Jhelum, which flows out from the spring at Verinag in Anantnag district, passes through this Valley at a very slow speed and ultimately flows out through a narrow gorge at Baramulla. Districts of Srinagar, Anantnag, Baramulla, Kupwara and Pulwama, Kulgam, Shopian, Badgam and Bandipora lie in this Valley. Average height of the Valley is 1850 metres above sea level but the surrounding mountains, which are always snow-clad, rise from three to four thousand metres.

above sea level. The surface of the Valley is plain and abounds with springs, lakes and health resorts.

The climate in the Valley of Kashmir has its own peculiarities. The Kashmir Valley is having temperate climate. Summer in Kashmir is mild and much shorter than winter. Altogether the climate of Kashmir in winter is very chilling cold and lasts from November to March. There are strong wind, snowfall and rainfall during this period. In winter winds from the Mediterranean cause snow and rain in the Valley of Kashmir. Snow falls on the mountains encloses the Valley. Warmer weather starts in the middle of March and lasts till the end of July, but at this period of the year there is a lot of rain leading to landslides, due to which the Jammu and Srinagar highway get closed. Annual rainfall of the Valley recorded is about 75 cms. It rains in July and August and also in March and April. August is the warmest month. Temperature rises to 85 deg. F. January is the coldest month. Temperature falls down to below zero. Longest sunshine hours are in September, October and November. December has 80% humidity which is the highest and May has 71% which is the lowest. In July atmosphere has a pressure of 62.68 cms. There are also some small valleys in this region. On the north of Baramulla is Lolab valley which is 6 Kms long and 4.4 Kms wide. It has many meadows and groves of walnut trees. Forests are so thick that they hide villages in them. Towards Pahalgam lies the Lidder Valley. Its length is 64 Kms. It has small glaciers, grassy meadows, huge rock walls and gorges in its upper mountains. The path to the holy Amarnath cave passes through this valley. The Kolohai and Sheshnag streams join at Pahalgam to form the Lidder River.

The Valley of Kashmir has deciduous vegetation. The Chinara, Poplar, Deodar, Fir, Pine, Kail, Partal, Mulberry, Walnut and other fruit trees grow throughout the valley. Baramulla and Anantnag districts have respectively 71% and 60% of their areas under forests. Big forests in the Valley provide timber and fire-wood. Grassy meadows in the forest provide fodder for the cattle. Medicinal herbs such as balladonna, hyoseyamus, digitalis, menthol, artemisis, polygola, podophyllum, rubus, trillium, hops and kuth grow in these forests. Industries like paper, joinery sports goods, furniture, wood carving, herbal drugs, silk industry, manufacture of agricultural implements and construction of railway sleepers depend on these forests. The thick undergrowth in the forests stores up rain water and allows it to flow slowly and that is why rivers that have their sources in the forests don't run dry in the dry seasons and

check floods during the rainy season. Among these forests are situated the famous health resorts like Gulmarg, Pahalgam, Sonmarg, Achhabbal, Verinag and Kokarnag etc. The Valley of Kashmir has many types of soils like: *Gurti* (clay), *Bahil* (Loam), *Sekil* (Sandy), *Nambaal* (Peats), Surzamin, Lemb, Floating garden soils and *Karewa* soils. No wonder, in Kashmir, soil is virtually worshipped as a miracle of divinity as it is a source of wealth of the land. There is sufficient organic matter and nitrogen content in the alluvium of the Kashmir Valley as a result of plant residue, crops stubble, natural vegetation and animal excretion.

Kashmir Valley abounds in numerous springs of which Martand, Verinag, Anantnag, Achhabal, Chashma Shahi, Khirbhawani, Alpathar, Kicharnag, Sukhnag, Vishnosar and Harmukat Ganga are famous. Wullar, Dal, Anchar, Harvan, Hukarsar, Konsarnag, Sheshnag and Neelnag lakes in the province of Kashmir are the best picnic spots for tourists to spend their vacation. Besides the houseboat life in these lakes is also a great attraction for tourists in Kashmir. In these well-furnished boats there is every kind of indoor comfort. All the necessities and comforts of day to day life are available in these houseboats. These are in fact small luxury houses. Thousands of visitors like to stay in these houseboats not only during summer but winter days too.

According to 2001 Census of India, the total population of the Indian-administered state of Jammu and Kashmir was 10,143,700. Of these, 6,793,240 (66.97%) were Muslims; 3,005,349 (29.63%) were Hindus; 207,154 (2.04%) were Sikhs; and 113,787 (1.12%) were Buddhists.

According to political scientist **Alexander Evans**, approximately 95% of the total population of 160,000-170,000 of Kashmir Brahmins, also called Kashmiri Pandits, (*i.e.* approximately 150,000 to 160,000) left the Kashmir Valley in 1990 as Political, insurgency violent engulfed the state. According to an estimate by the **Central Intelligence Agency**, about 100,000 Kashmiri Pandits from the entire state of Jammu and Kashmir have been internally displaced due to the ongoing violence. Jammu and Kashmir is the only state in India that has a Muslim majority population. Though Islam is practiced by about 67% of the population of the state and by 95% of the population of the Kashmir valley, the state has large and vibrant communities of Buddhists, Hindus and Sikhs. In Jammu, Hindus constitute 67% of the population and

Muslims 27% and Sikhs, 5%; In Ladakh, Buddhists constitute about 51% of the population, the remaining being Muslims.

Kashmiri lifestyle is essentially slow paced and reflects religious diversity. Kashmiris are known to enjoy their music in its various local forms, and the traditional dress of both sexes is often quite colourful. Kashmiri cuisine is famous for its vegetarian as well as non-vegetarian dishes. There are also variants between Hindu and Muslim cooking. The traditional wazwan feast involves cooking meat or vegetables, usually mutton, in several different ways. The practice of Islam in Kashmir has heavy Sufi influences, which makes it unique from orthodox Sunni and Shiite Islam in the rest of South Asia. Historically, Kashmir was renowned for its culture of tolerance, embodied in the concept of “Kashmiriyat”, as evidenced by the 1969 NATO nuclear disarmament peace treaty. Kashmiris are well adapt at knitting and making shawls, silk carpets, rugs, kurtas, and pottery. Saffron too is grown in Kashmir. Srinagar is known for its silver-work, papier mache, wood-carving, and the weaving of silk.

Tourism is one of the major industries of the State. This industry provides employment to lakhs of people directly and indirectly hoteliers, house boat owners, transporters, travel-agencies, traders, guides, porters, pony-men, boatmen, handicrafts and small scale industry units and many others earn their livelihood because of this industry. Private and public sector agencies provide necessary facilities to the tourists and every year the number of tourists increases.

The Kashmir Valley has identified tourist nodes and tourist circuits, which are popular tourist destinations. The Kashmir Valley has the fortune of being endowed by prominent circuits belonging to different religious ideologies. Above all, a circuit route has been established all along the places related to natural beauty. Basically the tourist destinations of erstwhile Kashmir Valley could be defined and categorized into five distinct circuits.

Moreover, besides above facts, the following observations have been made on the basis of sample study.

- 1 The peak season for the domestic tourists to the Valley of Kashmir is mainly from May to August while for foreign tourists it is from July to October. Again after 2002 foreign tourist arrivals increases but in 2006 it again declines.

because attack on tourists on 29th May 2006 and also in the month of June and July

- 2 Although the European tourists dominate the region before 2000 but after 2001 Honkong tourists dominate the Kashmir Valley In 2000 Honkong sharing 16.89 per cent while in 2001 sharing 18.14 per cent and in 2004 sharing 11.14 per cent tourists to flow the Valley In 2005 Honkong sharing 7.43 per cent of tourist flow to the Valley Taiwan, U.K and U.S.A have been sharing tourist flow to Kashmir Valley in majority from last five years and through out the history.
- 3 Although it is the dream of every tourist to visit the beautiful Valley of Kashmir. But the present study indicates that the share of states like, West Bengal, Rajasthan and Maharashtra has highest.
- 4 It has been observed that Dal Lake being the first tourist spot in place of location is being visited by all tourists. However, there are five other important spots like Pahalgam, Mughal Gardens, Gulmarg, Sonamarg and Harwan but not visited by all tourists.
- 5 While analyzing the sex- wise distribution of tourist flow, it was observed that out of total tourists, both (domestic and foreign) visiting the Valley, 65 per cent were males and 35 per cent were females. The male tourists dominate the overall tourist scene of Valley.
- 6 Age- wise distribution of the tourists revealed that for both the foreign as well as domestic tourists, the majority of tourists were between the age group of 20-40 years, followed by the age group of 40-60 years.
- 7 The principal mode of travel used by the tourists used by domestic tourists was by road. But almost all foreign tourists have travelled by air
- 8 There was a great difference of education both domestic as well as foreign tourists However, overall profile shows that mostly literate tourists have been visiting the Valley
- 9 While analyzing income levels of the tourists, it was found that the Valley receives generally middle-income group A higher percentage of the Swiss, American and British tourists belonged to the highest salary group (US\$6501 per month) 60 per cent of the tourists spend less than US\$ 500 in India (Rs 4500/-) The American tourist had the highest budget for spending in India 71

per cent of the tourists belonging to the highest salary group Tourists traveling with family were found to belong to the top salary group

- 10 The findings of the study revealed that main purpose of the visit of both categories of tourists was sight seeking

Respondents to the Geographic potentials of Kashmir offer innumerable opportunities for the tourism on the five Likert scale questionnaire, respondents perceived the variables Religious places (4.2899), Climate (4.0811), Mountains (4.0688), Landscape (4.0123), Handicrafts (4.0098) most favourable. This is also confirm by their means scores which have values above 4, and shows stronger level of agreement for these variables by respondents. The potential variables which have values more than 3 and below 4 namely Forests (3.9705), Borders (3.9681), Historic buildings (3.8452), Arts (3.6929), Festivals (3.6462), Folklore (3.5823), Dress (3.3243), Local sports (3.3538), Language (3.0516) show level of agreement but it is between Average and Agree which confirm these variables have tourism potential but the only thing is to exploit and market them properly

The resultant mean values of the variables Archaeological sites (2.3786), Painting and sculptures (2.8673), Shopping places (2.3391) having values more than 2 and below 3 show little level of agreement by the respondents (Tourists) owing to the fact that these variables received little or no attention in the past for their promotion and development by the State Government and local agencies. Marketing also appears as one of the major responsible factor for poor response of the respondents.

The average level of satisfaction with various attributes of the existing facilities in the region and the average expectation of these attributes were calculated for the overall sample. Results indicated that tourists were satisfied with the Food, Drinking water, Information Centers, Health and Medical care and Entertainment. The respondents satisfaction with these 5 attributes were positively disconfirmed with their expectations, which led to satisfaction in relation to those attributes. Results indicated that tourists were dissatisfied with Accommodation, Local Transportation, Communication, Shopping centers, Security, Parking, Sanitation and Clock room. This indicated that respondents satisfaction in relation to those attributes were negatively disconfirmed with their expectations, which resulted in dissatisfaction.

There are certain impediments which stop development of tourism. The most important factor for the development of any region is security and peace. If region is peaceful that achieve the heights in development but if insecurity is there and peace is not there so lagging the development. Transportation is the second important source for development. If region is well connected in the sense of roads, railways and other things the region is well developed. Tourism industry although needs well connected regions in the sense of roads and railways and other sources. Besides the infrastructure in terms of hotels, restaurants, houseboats and other amenities and facilities for the development of tourism are important to consider. After these factors which are the major impedances in tourism development in Kashmir Valley, the policy makers and other authorities do not want to develop and apply the micro level or gross root level policy but they apply policies from central level.

Tourism in Kashmir Valley is still in a discovering stage. Many sites are still lying untapped. Not only the natural or historical sites, but also huge reservoirs of traditional and cultural heritages still remain to be unearthed. People are fully keen to explore it all, for the development of whole state. But the political factors create problems for development of tourism in the Kashmir Valley. Tourist flow to Kashmir Valley has shown remarkable increasing trend for last several decades. The tourism potential of the Kashmir Valley has not been fully exploited. The region is known as **‘paradise unexplored’**. The untapped potentials of Kashmir Valley should be fully utilized. The culture will sell in the foreign markets while the natural beauty, climate and biodiversity will attract both domestic as well as international tourists.

Tourism and the environment have a very complex and interdependent relationship. Today, tourism is one of the largest industries in today's world economy and is a great source of foreign exchange for many developing countries, whose major assets are their natural resources. At the same time, it is the environmental quality of a place that will determine the success of the tourism industry, since it is the main attraction for tourists. There have been a lot of arguments about whether tourism is beneficial or harmful to the environment. In Kashmir Valley the tourism industry also need sustainable development for the conservation of our environment. Rural tourism is often considered to be intrinsically sustainable, for it attracts small number of visitors, there is no need for extensive infrastructural development, tourists are usually

genuinely interested in the local culture and traditions. One of the main attractions of rural holidays is the personal interaction with local residents, so hosts and guests are able to share ideas and knowledge, and consequently tourism can fulfill its role as the "industry of peace", as a tool of mutual understanding. Besides rural tourism, many other tourism potentials are there in form of types of tourism like golf tourism, ecotourism, cultural tourism, adventure tourism, geo-tourism, medical tourism and so on. There is urgent need to develop the micro level tourism potentials for the betterment of the society.

For the development of the region through tourism sectors the focus should be given on following points.

- 1 Development of connectivity (by roads, air and railways should be developed). Railways are the cheapest source of transportation, so well designed railways lines should be constructed which connect all the tourist destinations in the Valley
- 2 Development of infrastructure facilities like transportation, accommodation and organization of daily cultural shows.
- 3 Development of Package tours which will provide lot of attractions to the tourists
- 4 Besides development of tourism potentials in the form of tourism types

Besides attempts should be made to upgrade the facilities already existing and of course, the publicity campaign has to be aggressive, privatization of tourism sub-sectors may be introduced to meet the tourism demands. This all leads to socio-economic development of the society in Kashmir Valley and over all development of Economy

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Appendix

Tourists Attitude Towards Regional Resource Base in Kashmir Valley (2006).

S. No.	Attributes	1	2	3	4	5
1	Religious places					
2.	Festivals					
3.	Archaeological sites					
4.	Arts					
5.	Landscape					
6.	Language					
7.	Dress					
8.	Mountains					
9.	Local sports					
10.	Climate					
11.	Historic buildings					
12.	Architecture					
13.	Museums					
14.	Wildlife					
15.	Monuments					
16.	Painting and sculptures					
17.	Folklore					
18.	Borders					
19.	Handicrafts					
20.	Water Bodies					
21.	Cuisines					
22.	Forests					
23.	Shopping places					

Tourist's expectation and Satisfaction with 13 Attributes

S. No.	Attributes	1	2	3	4	5
1	Accommodation					
2	Local Transport					
3	Communication					
4	Food					
5	Drinking water					
6	Information centers					
7	Entertainment					
8	Shopping places					
9	Health and medical care					
10	Security and safety arrangements					
11	Parking					
12	Sanitation					
13	Cloak room					
	Overall					